

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXVII, No. 2

NEW YORK, OCTOBER 13, 1921

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B. A. I. S. 1915 with  
N. W. Ayer & Son

## Figures—Failures and a Coincidence



THOSE who make a study of such things say that the primary cause of retail failures is the merchant's lack of definite knowledge of the details of his business; sales, receipts, expenditures, PROFITS.

In 1915 there was a total of 16,000 retail failures in the United States. By 1919 there was a total of 4,000 failures, a gradual decrease of 75%. 1920, an abnormal year, showed a slight increase.

These figures correspond with the period of war-time prosperity. But they also coincide with another great activity—the continuous effort of The National Cash Register Co., of Dayton, Ohio, to impress on retail merchants the vital necessity of intimate knowledge of their affairs, and the complete control of details which N. C. R. machines unquestionably give.

Since 1915 it has been our privilege to sit at the council table of this great organization and to cooperate in the planning of their advertising campaigns.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO

# Good Farmers Succeed BUT Poor Ones Fail

There is a big difference among farmers, as among city people. U. S. A. is dotted with 6,449,988 farms.

But when it comes right down to figuring out how many it is necessary to reach in order to cover the farm market, that number is less than 3,000,000.

The worth-while farmers—those that can be influenced through advertising—are found principally in the following classifications:

**The 2,670,817 farms of 100 acres and over.**

**The 2,146,512 farmers owning cars.**

**The 2,508,002 farm homes equipped with telephones.**

The above classes of farmers are the most intelligent and successful, and demand the best of farm paper journalism. The Standard Farm Paper Unit circulates principally among the above types of readers, because it is edited by the leading agricultural authorities.

## The Standard Farm Paper Unit

The National Flexible Medium with Local Prestige

A. B. C. Circulation, 1,900,000

**The Nebraska Farmer**

*Established 1859*

Lincoln, Neb.

**Wallaces' Farmer**

*Established 1895*

**The Ohio Farmer**

*Established 1848*

**The Wisconsin Agriculturist**

*Established 1877*

**Prairie Farmer, Chicago**

*Established 1841*

**Pennsylvania Farmer**

*Established 1880*

**The Breeders' Gazette**

*Established 1851*

Western Representatives

STANDARD FARM PAPERS, INC.

1100 Transportation Bldg.

Chicago

**Progressive Farmer**

*Established 1886*

Birmingham, Raleigh.

Memphis, Atlanta, Dallas

**The Michigan Farmer**

*Established 1843*

**Pacific Rural Press**

*Established 1870*

**The Farmer, St. Paul**

*Established 1882*

**The Farmer's Wife**

*Established 1900*

St. Paul

**Hoard's Dairyman**

*Established 1870*

Eastern Representatives

WALLACE C. RICHARDSON, INC.

95 Madison Ave.

New York City



All Standard Farm Papers are members of the A. B. C.



# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXVII

NEW YORK, OCTOBER 13, 1921

No. 2

## This Year's Serious Reading— Balance Sheets

To Get Banker to Okey Your Advertising and Sales Plans, Show Him the Hidden Treasure in Your Statement

By James H. Collins

**R**OMANCE in a balance sheet? Well, picture a matter-of-fact accounting expert: bulging brow, enormous tortoise-shell specs, microscopic imagination—little Johnny-Want-to-Know, going through the books of a big corporation, methodically checking up things gentlemen take for granted. The last fellow in the world to have an eye for the ladies. That is, actual ladies roundabout him while he is at work. But checking inventory values against market prices, and payroll against work actually delivered, he finds a half-dozen seductive feminine persons hidden in his figures, drawing salaries as consultants, advisers, investigators, etc. Very light work, very short hours. All charged up as "overhead." Really, a lot of little old last year's vamps, left over from boom times. Plenty of heart-throb interest in the story of how any one of them got onto the payroll, but that is none of little Johnny-Want-to-Know's affair. Overhead simply won't stand their five thousand a year or more when the year happens to be 1921. So, good night, ladies! Which at least suggests plot possibilities.

About the driest thing in business, the balance sheet, even to business men. An arrangement of figures showing assets, liabilities, cash on hand, bills receivable, capital stock outstanding, bills payable—. As joyous as an in-

come tax statement to compile, and as entertaining to read as the fine type on a fire insurance policy.

But today everybody in business is reading balance sheets. They suddenly have become as important as income, and as full of surprises as Old Sleuth.

During the war boom it is doubtful if one business in ten had a real balance sheet. Statements were compiled as usual by accountants, faithfully and painstakingly. But everything was so out of whack, with inflation and speculation, that the document might better have been called an "unbalance sheet."

Today, manufacturer, merchant and banker, with the corporation director and stockholder, are reading balance sheets. For in them they discover the difference between business as they imagined it was and as it really is—the difference between bankruptcy and a reasonable chance to survive depression by work and economy—the place where dividends and interest lately came from, and the hole where they disappeared, with the probable date and place of their reappearance.

The most recent outstanding instance of romance in a balance sheet is still fresh in the public mind. Wall Street scanned Henry Ford's financial scenario and thought it read between the lines its title clear to a loan of some fifty to eighty million dollars,

that Henry would need to avoid disaster. When Wall Street knocked at Henry's door, however—according to the popular account—it found he had been reading between the lines himself and discovered romance of another kind.

Hidden treasure!

Mysterious disappearances!

The hidden treasure was stock on hand which, when sold, realized more than enough money to liquidate the business, and the mysterious disappearances were those of ability—the ability to sell, to manage economically, to stimulate production, shorten the time between the purchase of raw material and the sale of a finished car, and make men and dollars work, abilities stolen right from under the noses of their possessors during the war.

What Mr. Ford did is now too well known to require recounting. The significant thing is that hundreds of other business concerns, in the same difficulties, are working out their problems in the same way, by deep study of the balance sheet.

Nine times in ten, things have happened just the other way about. Stricken by depression, Business first discovers that it needs money. Going out to get it from bankers, those prosaic gentlemen have directed attention to the balance sheet, suggesting that it not only be read minutely, but revised.

#### NO PLACE FOR AN AMATEUR

A new school of authors has arisen to study and revise balance sheets. They call themselves credit specialists, accounting engineers, industrial auditors, but they have come into existence to supply the new demand for skilful writing in this field, just as authors in other lines meet the demand for novels and movie plots. Literary criticism is still largely a matter of opinion, but a balance sheet is criticized by standard measurements. Laid before the banker with an application for a loan, he gauges it by certain "ratios" that have been worked

out for the purpose. One glance shows that quick assets are less than twice immediate liabilities, and his critical verdict is "Rot-ten!"

That balance sheet may have been compiled by an amateur. Turned over to a specialist, it can be rewritten so the banker will lend money upon it.

"When an emergency forces him to borrow money," says one of these credit specialists, "the business man who has not given much thought to this contingency usually has some accounting friend prepare a statement for submission to bankers. He thinks him one of the greatest accountants in the country, a wizard at figures. He is so great, as a rule, that he has never condescended to becoming certified. This Greatest Uncertified Accountant goes through such records as there are, and prepares a statement that is laid before a banker with an application for a loan. It seems a pretty creditable showing to the business man, but the banker finds it inadequate, confusing, misleading. It is astonishing how the affairs of many business concerns, large as well as small, are muddled in such statements. The bankers have money and want to lend it. The business man needs money and wants to borrow. Many applications for loans come to the banker with documents that are not specific or clear. The banker has no time to investigate and the loans are not granted. Yet money often would be forthcoming if better statements were presented. Let someone who knows the ropes step in, getting the real facts on one side, and present them properly on the other, and a sound basis for doing business is very often found where a loan could not be obtained upon the documents prepared and presented by the business man himself."

When the Greatest Uncertified Accountant's statement is laid before the credit manager of a bank, he immediately tests it with his "ratios." These ratios differ in practically every line of busi-



ON September 3rd, the Christian Herald, thru its columns, asked the churches of the country to approve the principles expressed in President Harding's call for the conference on the Limitation of Armaments and World Peace.

Already over 1500 churches representing approximately a million church members have formally and enthusiastically forwarded to us their endorsement of the President's program for presentation to him.

The influence of the  
**CHRISTIAN HERALD**  
is far beyond its immediate circle of readers.

## The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

ness and among different banks. A manufacturer's business, for example, would probably be considered in balance by most bank credit men if the yearly sales were one to three times the capital, while a wholesaler's business might stand from five to ten times that ratio because he merely handles goods, and can turn them over more quickly than the man who has to buy raw materials, hire labor and make them up. According to the frequency with which a business turns its stock, merchandise on hand would be in balance if it were anywhere from one-fifth to one-third of the annual sales. A retail store might trust its customers to the extent of one-tenth of its annual sales, while a manufacturer or wholesaler might have a much higher proportion of accounts receivable, outstanding—and so forth. It is an advantage in making up a statement to know something about ratios, and how the bankers use them. Applied to one's statement beforehand, they would often indicate that there is no basis for a loan, but point toward more complete information which might be secured to explain certain items about which the banker will be particularly keen. This information is obtainable from the business man's books, but bankers naturally have no time to dig for it.

#### ITEMS THAT ARE INSTANTLY SOUGHT

About the first items in a balance sheet that the banker scrutinizes are quick assets and immediate liabilities. Assets are cash on hand, bills against customers that will be paid soon and surely, finished goods that can be marketed, other goods that soon will be finished, and so forth. Immediate liabilities are the money a concern owes others for materials and goods, borrowed money that must soon be repaid, wages and salaries owed employees, and the like. While the character of the business makes considerable difference, bankers have their quick diagnosis in the "two-to-one ratio," which is like saying to a

patient, "Let me see your tongue," and if the ratio isn't reassuring the banker puts his stethoscope on other items in the balance sheet. In the end he may be able to do nothing—the applicant must go to a credit specialist.

A Western corporation making a line of heavy machinery had been so prosperous during the fifteen years of its existence that there was never any difficulty in borrowing money. Depression brought urgent need for a loan. The treasurer of the company prepared a balance sheet which was laid before a banker. Quick checking showed the two-to-one ratio all right, but in reverse order, the amount of money due creditors being nearly twice what could be realized on all quick assets.

"Why, you ought to be in receivership!" said the banker.

Another adverse item was the large stock of finished products on hand. Pretty much all the company's assets, apart from plant, seemed to be in the form of machinery ready for customers. Checked against the previous year's sales, there was enough of it to take care of demand for six months. But last year's sales had been made during boom times. In this year's slow market it probably would take twelve months or more to sell the same amount.

A balance sheet specialist was called in. He said the company had no likelihood of borrowing bank money because it was not entitled to it. On the surface, the large stock of finished products suggested poor management. But going more deeply into these items than a banker could, the specialist found reassuring factors. By rearrangement of balance sheet items he developed hidden values, showing the officers of that corporation how to get funds to bring them out of their pickle.

One of the first favorable things was a rugged business constitution. The company had been growing steadily since it was established, and had made good profits. For the large quantity of

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Oct. 13, 1921

PRINTERS' INK

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## ELECTRICITY— *The Spell-binder*

Enthusiasm for the wonders of electricity bubbles out of about ten boys in every ten! Every phase appeals to the 500,000 live-wire boys (averaging from 15½ to 16 years of age) who read **THE AMERICAN BOY** every month.

What a wonderful opportunity electrical manufacturers have to sell their goods to such a unit of buying power!

This year there is a greater demand for electrical goods than ever before! The Christmas sales-possibilities are enormous!

Share in this great electrical-buying field! Talk directly to the liveliest boys in America through **THE AMERICAN BOY**.

### THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

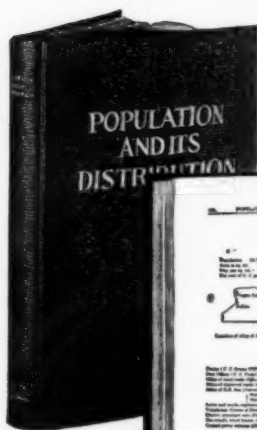
**THE SPRAGUE PUBLISHING CO., Detroit, Mich.**

(Member A. B. C.)

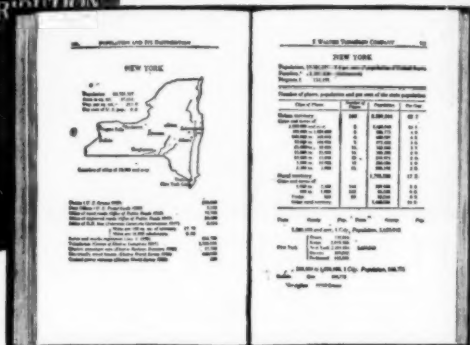
Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago



"In my office I have fifty books of choice between the fifty books and I'd tell them to take the first



1920 Census figures—  
335 pages—third edition



books of statistical nature. If I had to make my  
books of your *Population and Its Distribution*,  
the first and leave me your book"

—R. S. CASTLE,  
MONTGOMERY WARD & CO.

"By means of your book we have been able to compare  
sales in towns of the same size in different localities."

THE FLEISCHMANN CO.

"We find your book, 'Population and Its Distribu-  
tion,' of great help in routing salesmen."

WILLIAM CARTER CO.

"I use this book a great deal and find it of great value.  
I still have on my desk and have frequent occasions to  
use, an earlier edition issued by your company some  
years ago."

PENICK & FORD.

"During the last few years we have learned to depend  
on this book for our statistics in routing travelers,  
mailing circulars and checking up sales per capita."

THE NORTHAM WARREN CORPORATION.

**T**HIS new edition—the  
third—is based on the new  
1920 Census. It is 335 pages,  
substantially bound. It lists  
by states every city and town  
in the United States of 500  
inhabitants or over. It gives  
the number of wholesale and  
retail dealers by states, also by  
cities of 50,000 or over—30  
separate classifications.

As an index of purchasing  
power, it contains corporation

and personal income tax for  
1918. It also gives many  
other interesting and useful  
tables conveniently arranged.

We shall be glad to send a  
copy on receipt of five dollars  
(\$5.00). If you wish to return  
the book in five days, we will  
refund your money. Address  
Statistical Department A,  
J. Walter Thompson Company,  
244 Madison Ave., New York.

finished machinery on hand, moreover, there was a reason. Practically all such machinery must be shipped on flat cars. During the railroad congestion of the boom period there had been an embargo on flat cars, making it difficult, often impossible, to ship machinery to customers. That, in turn, led to cancellation of orders, and surplus stuff piled up. This made a drastic reduction in quick assets, while the company still owed for materials it had bought. Under all these handicaps it was trying to keep its skilled organization together, and therefore had to meet a sizable payroll.

It might take five years to bring the business back to health and dividends. No bank would lend money for such a period. But there were two other resources. First, the company had enough unmortgaged property to warrant an issue of five-year notes or bonds. Second, its stockholders might be brought to see the wisdom of advancing more capital to bring it through the necessary readjustment.

"We can't ask our stockholders for anything," objected the officers of the company. "They have been resentful and suspicious ever since dividends stopped."

"It isn't a question of asking," said the credit adviser. "You've really got something to sell them. Thus far, all the information they have about the company is bad, much of it wrong, because you are just beginning to understand the true situation yourselves. You are fundamentally sound, but must go through a recovery period. Stockholders have several options. They must decide whether they want to force the company into receivership, or mortgage the property, or advance more capital to protect their investment and bring it back to a dividend basis."

The credit man visited several of the largest stockholders, laying the balance sheet before them. He found the usual neglect of stockholders by corporations. Apart from bald annual reports dealing chiefly with past history, corporations tell stockholders very

little about the business. When they get into difficulties, naturally, there is a lack of information which would enable stockholders to give intelligent teamwork. As an outsider, he had no particular cause to plead, but simply an impartial interpretation of the balance sheet. So he got a better hearing and more confidence than would have been accorded the officers of the company. Under the leadership of these large stockholders, a meeting was called, and the company financed on a reorganization plan.

Another resource in such difficulties is some arrangement with creditors whereby the time for paying debts is extended. If a business is thrown into bankruptcy and its assets sold in dull times, creditors may be paid only a percentage of their claims. But if they are so situated themselves that payment can be postponed, or even money or new credit advanced, they will ultimately get their claims in full, and also keep a desirable customer. Creditors are not always able to do this, but if it is possible, good information explaining the unfavorable items on a balance sheet may show the wisdom of keeping the business going.

#### A BUSINESS THAT WAS BETTER THAN ITS BALANCE SHEET

A balance sheet curiosity was recently being passed around among Wall Street credit men. The document was prepared by two partners who needed money in an emergency. One of them invented an automobile accessory some years ago, and they put what money they had into a small rented workshop, where they manufactured the device, not even taking the trouble to incorporate. It happened to be a very good motor accessory, and they were able men on the production end. About all they kept in the way of accounts, however, was a cash book that showed what money came in, while their canceled checks showed what went out. Busy making this accessory, they

(Continued on page 170)



## Posters are the SPOTLIGHTS OF PUBLICITY



**T**HE public must be shown. It will not come to you—you must go to it. Then go strong—not with a candle under a bushel, but with the strongest light possible.

When you tell your message in the colors that put the breath of life into your advertising, in a size that compels attention, with a repetition that fixes the buying impulse—then you are getting the most out of the light of publicity—then you are using posters.

### IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

8 West 40th Street New York City 117 N. Dearborn Street Chicago Bessemer Building Pittsburgh

# The Limitations of Copyright Protection

Originality and Creative Ability of Advertiser Now Protected as Well as Legal Enactment Can Do It

NEUSTADTER BROTHERS  
SAN FRANCISCO, CAL.  
September 14, 1921.

Editor of PRINTERS' INK:

We read with much interest your recent article "Demand for Separate Trade-Mark Bureau Increases," which gives another suggestion:

Isn't it about time for the Advertising Clubs to see to it that the copyright law will be so amended that advertising matter can be copyrighted without labeling it as a work of art or literature?

No doubt a lot of advertising comes under this description, but advertising can have enough self-respect these days to have a copyright protection of its own accord.

NEUSTADTER BROTHERS.

IT is not so much a question of the dignity and the self-respect of advertising, as of the practical consequences of admitting to copyright anything in the way of written or printed matter which happened to be an advertisement. Such a privilege would either be more honored in the breach than the observance, or the copy writer under its beneficent sway would have his work cut out for him in keeping off from other people's preserves. In the popular phrase, he would be busier than a man killing snakes. Much busier.

For, in the first place, it must be remembered that every business man has a fundamental right to describe his goods, to recommend them to possible purchasers, and to use language which is commonly understood in order to do so. Without that right he cannot do business at all. He also has the right to make pictures of his product, to illustrate its uses, and so on. Without that right, his ability to do business may be seriously handicapped. Those rights are public rights, which cannot be exclusively exercised by any individual, or any group of individuals.

Suppose, however, that you begin to base copyrights upon advertisements which consist mainly of descriptions and recommenda-

tions of goods, combined with pictures of the goods in one form or another. How long is it going to be before all of the convenient descriptive and laudatory phrases have been pre-empted? How long before every possible posture and environment for the goods have been used up? We would shortly reach the point where it would be next to impossible to write a piece of advertising copy at all without incurring the liability of a lawsuit for every line. Of course, such a law would fall of its own weight.

On the other hand, the present copyright law does protect the originality and creative ability of the advertiser just about as far as they can ever be protected by a law. Those qualities of his work he has a right to preserve exclusively for himself, because it hurts nobody else to have him do so, and because they are really his own creations anyway.

Doubtless what is back of this proposal is the desire to evolve some means of protecting ideas from the picking and stealing of those who are too stupid or too indolent to evolve ideas of their own. This is indeed a consummation devoutly to be wished, but it can never, in our opinion, be accomplished by legislative enactment. Unless the ideas are expressed in some concrete form which has literary or artistic merit, they will have to run the same chance of being swiped that ideas have run ever since the Neanderthal man killed his first dinosaur by dropping a rock off a cliff.—[Ed. PRINTERS' INK.]

H. A. Preston Rejoins Mein-  
zinger Studios

Hugh A. Preston has returned to the Meinzinger Studios, Inc., Detroit, as vice-president, which he left to enter business for himself.

# DES MOINES

## Newspaper Situation at a Glance

as shown by statements to the Government,  
net paid average 6 months ending September 30

	1919	1920	1921
Register and Tribune	104,858	109,523	114,131
	<b>9,273 Increase</b>		

Sunday Register . .	71,240	82,046	102,559
	<b>31,319 Increase</b>		

Daily Capital . . .	58,376	53,877	52,708
	<b>5,668 Loss</b>		

Daily News . . . . .	44,707	40,405	34,309
	<b>10,398 Loss</b>		

Write to The Register and Tribune, Des  
Moines, for Iowa maps showing distribu-  
tion of daily and Sunday circulation.

### Representatives

GUY S. OSBORN, Inc.  
Chicago, Detroit,  
St. Louis

I. A. KLEIN  
Metropolitan Tower  
New York



What will happen to your prospects of lower taxes and greater prosperity if the coming Disarmament Conference is held behind closed doors?

You should sit in the conference. Your approval or disapproval should determine its decisions. It is your future at stake.

William Allen White says a closed conference will repeat the mistakes of Paris. Read "Will They Fool Us Twice?" in Collier's for October 15.

**Collier's**  
THE NATIONAL WEEKLY



## Standing High on Market Service

**T**HE heads of some of the largest advertising agencies in the country would doubtless be surprised if they knew the extent to which their Research Departments call on the Merchandising Service of The NEWS and AMERICAN for information concerning their clients and prospective clients in the Baltimore market, without apparently ever having acquainted their respective space buyers with the demands thus made upon us and the obligation which it seems to us has thus been incurred.

Research and trade survey work cost money, as every advertising agency in the United States fully realizes, yet time and again schedules are made up with the space buyer apparently in ignorance of the fact that his Research Department over and over and over again has availed itself of a particular newspaper's service quite frequently on that particular account.

If when an agency begins looking into a market it has not decided to schedule a particular paper, should it call on that newspaper for all sorts of trade information and advance service co-operation? Shouldn't it decide which paper or papers it proposes to use and ask the desired co-operation from that paper or combination? And if the services of one paper are head and shoulders over the other, doesn't such service make more valuable the space of the publication in question, and shouldn't this be taken into consideration in making up schedules and estimates? Most assuredly the co-operation should not be utilized gratis from the one and the space later bought from the other.

*The NEWS and The AMERICAN with their intensified combined circulation of 180,000, daily and Sunday, offer a complete advertising cover for Baltimore and much of Maryland. Make them your Maryland choice! Rate on 1000 line contract for the two papers, 30c daily and 35c Sunday. Sunday AMERICAN Rotogravure, 35c per line flat.*

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



## The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*I have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Business and the Business Press

The First of a Series of Articles on the Origin, Growth and Influence of Trade and Technical Publications

By Roy W. Johnson

WE are so thoroughly used to having the leading publications of our industry or profession delivered at our desks for our guidance and inspiration—we are so accustomed to turning to the pages of the business press for confirmation or contradiction of our personal opinions and preconceived notions—that it is hard to realize that there were many generations of business men who knew not Joseph; who never saw a trade or technical publication, and would not have known what to make of it if they had. As a matter of fact it is not much of an exaggeration to say that it is as hard to imagine a business paper prior to 1776, as to visualize Julius Cæsar, First Consul of the Roman Republic, ascending the Capitoline Hill on a bicycle.

It is one of the marvels of the business press that it has attained its tremendous growth and influence in so short a space of time; that it has overcome the inertia and conquered the distrust of the business world in little more than three generations. And in connection with the vast majority of individual publications, the lifetime of a single individual will include their development from nothing at all to their present day standing in their industries. To estimate their total value in dollars and cents would be a task of hopeless magnitude. To assess the value of the services which they collectively have rendered to increase the prosperity and the welfare of all the people would be an equally impossible enterprise. But neither lies within the purpose of these articles, which is chiefly to gather together, such facts as are available concerning the origin and development of this great force of business journalism, which has always been too busy getting things done to stop and take note of its own history.

I have said that it is almost as hard to imagine a business paper prior to 1776, as to imagine the conqueror of Gaul (and high school sophomores) on a bicycle. Cæsar was some considerable engineer himself, and his knowledge of mechanics was not inconspicuous. No doubt he might have had a bicycle—or for that matter an automobile—if those things had occurred to him as possible and desirable. Similarly, there were excellent business men prior to 1776, and doubtless a business publication might have been started if it had occurred to anybody that business was a subject that could be analyzed or discussed with profit. But it had occurred to nobody, practically speaking, that it was anything of the sort. The idea that there were certain general and fundamental principles, such as we group under the head of economic laws, applying to all business alike, had no existence in the popular sense at all. Each man's business was sufficient unto itself, a thing apart, a totally independent solar system, as it were. If he had been shown a copy of a modern business paper he probably would have been as much mystified by it as our old friend Julius would have been by a treatise on internal combustion engines.

## THE ORIGIN OF THE MODERN IDEA OF BUSINESS

Before a subject can profitably be discussed there must be a certain grasp of the idea itself. It is idle to talk about economic principles; supply and demand, wages, rent, and the like; to an audience that does not know that such things exist. And before the last third of the 18th century, practically nobody aside from a few schoolmen had ever dreamed of any of those things, much less imagined their practical applica-

tion to one's own affairs. Indeed, the idea that business was a proper subject for serious study had hardly risen above the horizon.

Then, in 1776—a product of the same ferment of ideas which also produced the Declaration of Independence, and later the French Revolution—came the publication of Adam Smith's "Nature and Causes of the Wealth of Nations." This work of the dour Scotch professor at the University of Glasgow has been called by no less an authority than the historian Henry Thomas Buckle, "probably the most important book ever written." It not only was the greatest single contribution ever made to the science of government, but the foundation of the modern science of economics, as well as the progenitor and great-granddaddy of all that we include in the term "business journalism." For the first time in history, "The Wealth of Nations" really demonstrated the fact that there were certain laws of business that could be codified and studied, a knowledge of which would benefit the individual, whether he were engaged in nailing on horseshoes or in setting argosies afloat in the East Indian trade.

Doubtless a great deal of the influence of this book is due to the time of its publication, and had it been written fifty years before we might never have heard of it. But the period when it was published was a time of great searchings and inquiries—not altogether unlike the present in that respect. Most of the beliefs and traditions which had been regarded as sacred were being severely questioned, and the passion to take things to pieces and see what made the wheels go round was rather difficult to escape. And business did not escape it, any more than government did. "The Wealth of Nations" was widely read, and Adam Smith was followed by a host of other writers who carried different divisions of the subject still farther. In the course of twenty years the mind of the business world was ready

for the establishment of a publication devoted to business and one was promptly established. Business men, by that time had gotten used to regarding business objectively, instead of purely subjectively. They had gotten used to the idea that maybe prosperity was not a direct dispensation of Providence or the King, and hence utterly beyond their control, but might perhaps be the more quickly attained by the study of principles and the acquisition of information. Those were revolutionary ideas, but they had come to stay.

#### INTRODUCTION OF THE FACTORY SYSTEM

Business itself, during the same period, was undergoing a revolution of its own. The experiments of Watt with the steam engine had resulted, in 1765; in turning what was a curious scientific toy into a literal engine of progress. The inventions of textile weaving and spinning machinery by Arkwright, Hargreaves, and others made possible a practical application of steam to industry, and brought about by degrees the introduction of the factory system. This new system finally broke down the monopolies of the medieval craftsmen's guilds, and made possible the free interchange of information upon which alone a business press can be established.

Prior to Watt's apocryphal experiments with the lid of the domestic tea-kettle, it would have been next door to impossible for one to conduct a business paper, assuming that the idea of such a thing had entered his mind. For the successful conduct of such an enterprise presupposes, in addition to a group of readers, the ability to gather facts and information concerning the activities of the field. But neither prerequisite was available in the period we are talking about. The less skilled trades, such as spinning, weaving and shoemaking, were largely carried on in the home, while the more skilled crafts were controlled by the guilds, under a rigid system of monopoly. The knowl-



edge of the craft was carefully guarded, and was divulged only to those who were properly apprenticed to the trade. This was done primarily to guard the quality of the products, but it also served as a bar to the publication or dissemination of information. One can readily imagine the vicissitudes of the reporter who attempted to gather information concerning 18th century manufacturing processes. The weaver's wife would most probably say it with the broom handle and set the dog on him, while it is doubtful if the ancient and honorable guild of coachmakers would stop to inquire where his remains should be sent.

#### THE ABANDONMENT OF THE POLICY OF SECRECY

In the vast industrial evolution which has taken place since that era, the business press has played an important, indeed an indispensable part. The earliest publications had a fight on their hands—how severe it is hard to realize today—in overcoming the reluctance of business men to be guided by the experience of others, or to abandon the policy of secretiveness which for generations made many of the more skilled trades actual mysteries. To a certain extent, that fight is still going on today. There are still business men, unfortunately, whose minds refuse to admit such suggestions as the simplification of styles, the standardization of processes, the adaptation of the experience of others. There are still others who would make a mystery of methods and processes and formulas, hugging the delusion that their unassisted wisdom is greater than the collective knowledge of all the industry besides. But they are few in number comparatively, and for the most part the victory of the business press is complete.

And this victory over the inertia and the distrust in men's minds, it seems to me, is the real measure of the service which the business press, collectively speaking, has rendered. It is not unlikely that the phenomenal development of science and invention

since the Civil War would have been much less marked were it not for the growing influence of the business press during the same period. For we must remember that practical progress along those lines depends to a large degree upon the willingness of the practical man of affairs to listen and learn; to discard the old and tried and adopt the new and uncertain. Our knowledge of electricity, for example, moved at a snail's pace for more than a century, only to put on a dazzling burst of speed the moment the laboratory was supplemented by the practical, business world as a field for experimentation. The intelligent application of advertising to the distribution of goods had to wait until somebody was willing to make a practical trial of it—to take a chance, in the popular phrase—though advertising itself had been known at least since the days of ancient Rome. The willingness to cut loose from the accepted traditions of past generations, and to adopt new ideas, new processes and new theories, was absolutely indispensable to progress, and it was this mental attitude that the business press probably did more than any other instrument to produce.

Thus, to put it mildly, the contribution of business journalism to the welfare and the prosperity of the public has been very great, and quite fundamental. Yet the development of the business press is practically unnoticed by the historian. This is not so difficult to understand, because it is of the very essence of the business paper not to obtrude itself upon the general notice. The iron and steel papers do not rise above the jeweler's horizon, and papers devoted to the interests of the retailer of footwear cut no figure in the mind of the refiner of petroleum. Practically speaking, the ordinary individual has no opportunity to visualize the magnitude of the business press, nor its real importance, because he can see only that small part of it which serves his immediate business interests. So the students of the economic and political devel-

opment of the nation have as a rule neglected this important influence, simply because its magnitude did not present itself to their notice.

Furthermore, the primary effects of the business press were visible only in men's minds, and the economic historian pays little attention to such intangible trifles. Advertising itself is barely mentioned by the best of them, and many of the standard text-books disdain to speak of it at all. So what is in reality one of the most important economic forces has never really been taken into consideration.

It is hoped that this article, and those which follow, will serve in some degree to supply that deficiency.

### "No-Profit" Sale Goes Big

THE public responded in unmistakable fashion to the sale in which A. I. Namm & Son, Brooklyn retailers, sold merchandise at actual factory prices in order to help the unemployment problem. As described in last week's issue of *PRINTERS' INK*, this retailer purchased for cash \$500,000 worth of merchandise from local manufacturers and announced in large-size newspaper space that it would sell it at exactly the price paid, with no charge for handling, overhead or profit.

The plan received in advance the indorsement of Senators, the Governor of the State and other prominent officials. On the first day of the sale the public indorsed the sale with their pocketbooks to such good effect that by noon all previous records for attendance and sales had been broken. The sale was announced to last for seven days.

As we go to press five of the seven days are a matter of record. On no one of these days, including a rainy Saturday, according to the merchandise manager, did the attendance drop below 100,000 customers, and on some days it was double that figure.

During these five days the entire half million dollars' worth of merchandise was sold and the store buyers were out after more. On various occasions men and women made impromptu speeches within the store praising the idea.

The chief difficulty encountered was in the prompt delivery of merchandise. Although the delivery system had been reorganized in anticipation of greatly increased volume, by Saturday it was so jammed that not another package could be taken on. In this dilemma the Brooklyn post office came to the assistance of the firm and puts all its facilities at the disposal of the company to help in delivery. In the meantime wires and letters have come to the store from manufacturers in all parts of the United States congratulating these retailers, and a number of retailers in other cities have wired, written or sent special representatives to talk to the management on details of the plan with the idea of instituting similar sales in their localities.

The "No-Profit Sale" idea has taken hold.

### Colorite and Steamship Account for Batten Agency

The Carpenter-Morton Company, Boston, Mass., maker of "Colorite" and of varnishes, stains and enamels, has placed its account with the George Batten Company, Inc., New York.

The Ocean Steamship Company, operating between New York and Savannah and Boston and Savannah, has also placed its account with the Batten agency. A campaign in which newspapers in New York and New England are being used has been started. A campaign in which newspapers in Southern States will be used will be started in the spring.

### Merrell-Soule and Heywood Wakefield with Seaman

The Merrell-Soule Company, Syracuse, N. Y., "None Such" mince meat and "Klim" powdered milk, has retained Frank Seaman, Inc., New York. An intensive merchandising campaign will shortly be started for "Klim," in which newspapers will be the chief medium.

Heywood Bros. & Wakefield, Wakefield, Mass., makers of carriages, toys and furniture, have also retained the Seaman agency. A marketing investigation will be made for this company.

City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
390,000

## Selling Coffee and Tea in Philadelphia

In 1911 Donovan & Armstrong (advertising agents of Philadelphia) secured the account of the Lowry Coffee Company of Philadelphia and began the advertising of Tartan Coffee exclusively in The Philadelphia Bulletin.

Week after week, year in and year out since then they have never let up.

Within a year after the first Tartan Coffee advertisement appeared in The Bulletin their business increased 500 per cent.

Today Tartan Coffee is probably the largest "seller" in the Philadelphia territory; the Lowry Coffee Company are full page advertisers in The Bulletin and continue to use this newspaper exclusively.

If you sell anything that people can eat or drink, why not tell Philadelphians about it through their favorite home newspaper?

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin



Net paid daily average circulation for September:

**483,557** Copies a day

*No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.*

The circulation of The Philadelphia Bulletin is one of the largest in America and is larger than that of any other daily or Sunday newspaper published in Pennsylvania.

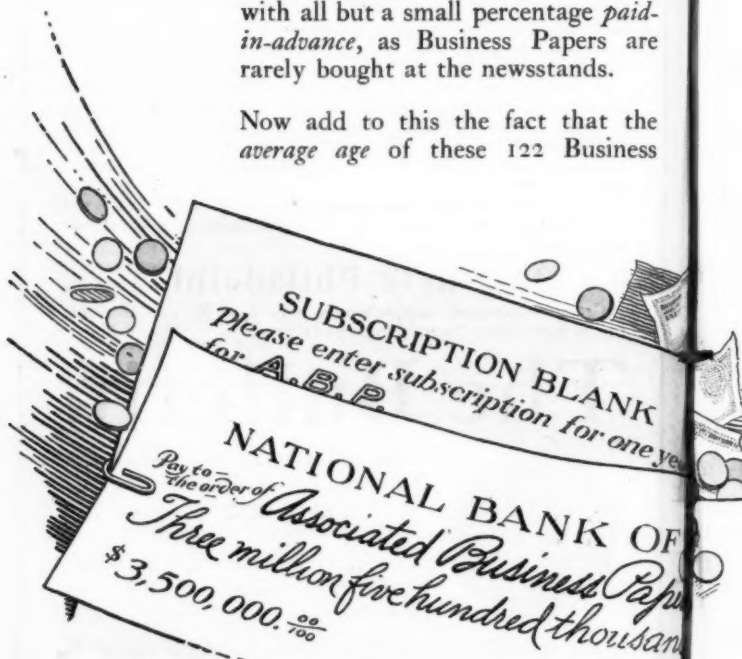
(Copyright, 1921—W. L. McLean)

# Subscription Price \$3,500,000 a Year

Think of it, over one million businessmen readers in 54 distinct trades and industries pay over \$3,500,000 each year for subscriptions to member publications of Associated Business Papers, Inc.!

Quite a fancy sum—but still more interesting when you realize that their *average* subscription price is \$3.40 with all but a small percentage *paid-in-advance*, as Business Papers are rarely bought at the newsstands.

Now add to this the fact that the *average* age of these 122 Business



THE ASSOCIATED BUSINESS PAPERS, INC.  
With 122 member papers reaching

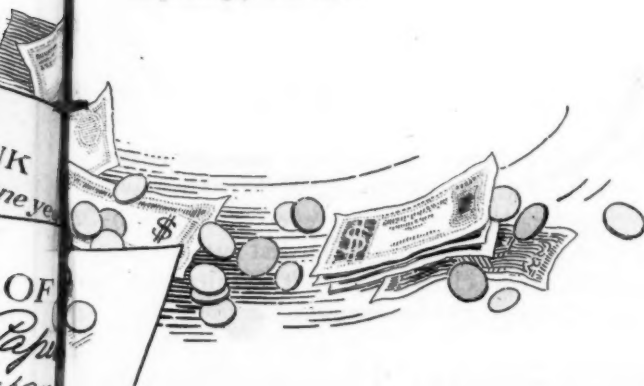
Publications is 46 years—one is 89 years old, eight were established before the Civil War, thirteen were started in the '70's, 26 in the '80's, 25 in the '90's.

Consider their advertisers, too—many have continued to use space through unbroken generations. One Business Paper today carries four advertisers who ran 60 years ago; another in a different industry, twenty-six who have advertised continuously for 40 years; a third, in a still different field, sixteen who have been run consecutively for 34 years.

In determining your advertising policy be sure to consider the Business Paper "background"—it has been built up through years of strong editorial policy rendering essential service to the fields, and an advertising power of surpassing strength at surprisingly low cost.

A. B. P.

*"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.*



Headquarters 220 West 42d Street . . . NEW YORK  
54 different fields of industry

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# Get What You're Paying For

When you buy newspaper advertising space you're paying for localized sales in one specific and clearly defined market zone.

When you buy Chicago newspaper space, you're paying for the development of sales *in Chicago*.

Circulation in outlying districts will not influence your *Chicago* sales one iota. Circulation *in Chicago* and its 40-mile trading zone will.

Get it! Get what you're paying for—circulation that will focus your sales campaign directly upon Chicago—a single market greater in population than the entire state of Wisconsin, the thirteenth state in the Union in point of population.

94% of The Chicago Daily News' 400,000 circulation is concentrated directly in the city and suburbs of Chicago, where it sells more copies than any other daily newspaper.

And that is the *highest* point of concentration reached by any newspaper in any large city in the United States.

Use The Daily News in Chicago and you'll get exactly what you're paying for—and more: a newspaper that is read by 7 out of every 9 English-speaking persons in the fourth largest city of the world; an intensified circulation that enables you to blanket the Chicago market at a single cost.

## The Chicago Daily News

*First in Chicago*

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# Why the Railroads Should Advertise Collectively to Remove Prejudiced Public Opinion

The Memory of Old-Time Railroad Evils Still Lingers in the Mind of the Public and Needs to Be Removed

By Mont. H. Wright

Publicity Director, John B. Stetson Company, and President, Association of National Advertisers

UNQUESTIONABLY, the greatest menace to the prosperity of American railroads today is prejudiced public opinion.

Therefore, their greatest need is some effective plan for removing this prejudice.

It is public opinion that is constantly demanding rate reductions and, through State and national legislative bodies, refuses to allow the moderate rate advances which railroad managements claim are essential to railroad prosperity.

Public opinion makes possible the enormous losses to the railroads through spurious damage claims and in property condemnation proceedings.

That it is "prejudiced" public opinion is evident, because with the people as a whole, or with the people's representatives in legislature or jury, railways are always in the wrong and must pay the penalty.

Evidently, the masses of the people have been wrought up "by the revelation of a few real and many fancied wrongs," to a feeling of hostility, very genuine, deep seated and well nigh universal.

Unquestionably, just as long as the majority of the voters of the country are opposed to the railroads, the roads cannot expect any freedom from legislative meddling and public raiding. They must expect laws to be made constantly, inimical to their interests, and that every law will be interpreted, as far as possible, in favor of the people and against the railroads.

Naturally, these conditions are, and will continue to be, exceedingly expensive to the roads, both in direct losses in operation and

in the inevitable injury to railway credit.

If, however, in some way public opinion can be changed so that the people generally would demand fair play for the railroads, adverse legislation, local, State and national, in so far as it was unjust to the roads, would cease.

I presume the railroads themselves will frankly admit that past methods of meeting legislative action have been an offense to the people and have largely contributed to their dissatisfaction.

## UNFAVORABLE MEMORIES

Unquestionably, there has been some real foundation for public distrust. There have been abuses which the railroads have been slow to correct. The public believes that railway interests have persistently tried to defeat or evade fair laws made in the interests of the people. "The public be damned" had been accepted as the working platform of railroad heads who are too diplomatic to speak their minds plainly.

Then they have confused the enormous sums made by railway manipulators on the stock exchange with legitimate railroad profits from operation. A few glaring examples of stock watering have convinced them that all railroads are robbing the people in an endeavor to earn charges and dividends on fictitious capital. The undisputed giving of rebates to favored shippers in the past, and the mysterious discrimination in class and commodity rates, and between shipping points, has made the people believe that fair dealing is a lost art among railroads.



A misunderstanding of the real purpose of pooling means to them that there is no fair competition, and the phrase "Charging all the traffic will bear" has been understood to mean—getting every possible dollar out of the community for transportation, without regard to what the service costs or is actually worth.

The public also believes that present rates are unreasonably high; that the present high cost of living is largely due to railroad rates.

Briefly, this covers the people's side of the argument and explains their prejudice. It is partly based on facts that constitute real wrongs, and these the railroads should correct as soon as possible; partly on ignorance of the real facts; and herein lies the railroads' opportunity.

#### FAVORABLE THINGS TO REPORT

On their part, the railroads claim honesty of purpose and performance, and enormous public service efficiently and economically rendered. Specifically, they claim that instead of being overcapitalized, the physical property of railroads could not be reproduced today for the total capitalization; that the percentage of return on railroad investments is much smaller than in merchandising or in manufacturing; that American rates are the lowest in the world.

The railroads also claim that a large quantity and expansion of trackage and equipment is required every year to keep pace with the normal growth of the country, and to prevent a recurrence of ruinous railway congestion and that their ability to sell securities on profitable terms, to provide for this absolutely necessary increase of capacity, has been destroyed by the present agitation. They point out the fact that poor railway credit means high interest charges, and increased fixed charges require increased income from operation.

They also remind the people that fully two million men are employed directly by the railroads and railroad supply industries, the

daily wages exceeding ten million dollars, and this means that approximately one in twelve of the population of the country is directly dependent upon the railroads for employment. Moreover, the people themselves are very large owners of railroad securities, either through direct ownership or through ownership by savings banks, insurance and trust companies in which the people have invested their savings. (The savings banks of six Eastern States alone, with 6,140,372 depositors, hold over \$614,000,000 worth of railroad securities, an average of over \$100 for each depositor.) Therefore, it is the people themselves who are most vitally interested in the prosperity of railroads and who will be most affected by railroad disaster.

This outline of the argument for the railroad provides for two distinct appeals: first, the one to self-interest, showing how railroad prosperity is linked with that of every individual; second, to the sense of fair play. I believe American citizens want fair play for themselves and for everyone else. They have been poisoned against the railroads by the political demagogue and the "muck raker," until they see only one side. They have never had the other side adequately presented to them. The antidote of the poison is to give them the facts.

Unquestionably, if these claims of the railroads are well founded, they should, at the earliest possible moment and in the most impressive way possible, bring them to the attention of the whole people.

Inasmuch as the public press is the most powerful factor in the creation of public opinion, it follows that the press must be considered if the railroads are to solve the problem of removing prejudice and creating a new sentiment in their favor.

The obvious, and in fact the only possible plan, is to secure space at advertising rates in which to tell the railroads' story.

There are indications on every hand that the railroads are awakening to the necessity of appealing



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to the people. In addition to platform work by prominent railroad officials, inspired contributions in various periodicals, and numerous booklets and folders, some most excellent work has been done in the advertising columns. So far, however, this has been spasmodic and sectional and the argument has been for individual roads, and this does not necessarily serve the general railroad interests.

Suppose that all of the roads should do this work independently—the results would not be equal to united action, as arguments would not dovetail and the impressions would be confused. On the other hand, united action would cause an impact like that of a broadside in naval warfare. The prejudice which constitutes the problem is practically nation wide, and no limited or local plan can possibly solve the problem. Concerted action covering the whole country, presenting the story simultaneously, logically and persistently, is what the situation de-

mands, and any other plan will fail to secure the full benefit of the expenditure.

Of course, the removing of prejudice is a slow process and it would be folly to expect an immediate reversal of opinion that is the product of generations. The plan should provide for persistent work covering a number of years.

### Birnbaum with Federal Electric Company

Milton Birnbaum has been elected secretary of the Federal Electric Company, San Francisco, electric advertising sign manufacturer. For five years he has been associated with the Novelty Electric Sign Company, of San Francisco, and previously was general manager of the San Francisco branch of Foster & Kleiser.

### Will Leave Sheaffer Pen Company

Ralph M. Sangler has resigned as manager of the advertising and sales promotion departments of the W. A. Sheaffer Pen Co., Fort Madison, Ia.

## The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

# Hooverizing the Department of Commerce

How This Government Department Has Been Reorganized to Meet the Actual Needs of American Business

By Roy Dickinson

WHEN Herbert Hoover accepted the post of Secretary of Commerce from President Harding, he found a department which included a great many subdivisions, the purpose of which was to serve American business. In that part of the department which comes closest to the American business man, the section which told him about new trade opportunities at home and abroad, the department had a large personnel, but its organization was geographical.

The Government had more than 600 agents overseas, some of them trade commissioners and commercial attachés, others were consuls who technically reported to the State Department, but whose work was of interest to the Department of Commerce. There was a good news-gathering organization, not only in seaport towns, but in all towns and cities in the world where there was trade to be secured.

The work of all these 600 agents, however, was more or less unrelated and was organized on a geographical basis. An expert on Straits Settlements, for example, could tell, if he were asked, the market for everything from chewing gum to spark plugs and the buying habits of the people there. But if an automobile manufacturer wanted to know everything about the territory as it applied to the tangible problems of his business, it was a difficult job to secure the information he desired. Some one man in the specialized geographical locality would compile statistics on it, first from one angle and then from another. The far-flung trade representatives of the United States in all parts of the world had few specific instructions except when some one manufacturer asked for information.

The result was that each man exercised his own genius and that genius was sometimes apt to die from lack of object and direction. It was perfectly natural that these men, without specific instructions, should, sometimes send in bits of information which did not have the business man's angle, and which consequently, while interesting, did not lead to more business.

## THE OBVIOUS THING, THAT HAD REMAINED UNDONE

Mr. Hoover, who operates sometimes as an "Obvious Adams," as his first step, started to find out what it was about foreign markets that American manufacturers really wanted to know. He realized that in every line of business where commodities were sold there were organizations which represented that industry or commodity. He asked each group to send down men to tell him what their industries wanted. The next step—and it seemed to follow logically—was to get men, directly from those industries with specialized knowledge of the commodities represented, so that they could pass upon the information secured in foreign fields as to its usefulness and practicability. The next logical step led to a complete reorganization of the department and a change from geographical divisions into commodity divisions, with a man designated as head in the Washington office by the trade association in each division. Fourteen new divisions were thus organized on a commodity basis, in addition to several others of a general nature. The fourteen main divisions as they exist today are:

Agriculture, automotive, chemical, electrical, foodstuffs, fuel (coal and oil), iron and steel, leather and shoes, lum-

(Continued on page 33)

## The Wheels Are Humming in Indianapolis!



**T**EN PER CENT. more overstuffed furniture is being made in Indianapolis factories today than a year ago. As a whole this industry with its 36 factories is running even with 1920 in output.

There is nothing the matter with business in this great market. There's smoke coming out of the factory chimneys. This is reflected in the buying. A confidential check showed that department stores were running 1½% ahead of last year in sales. These facts show that Roger Babson was correct in pointing out that this is one of the few markets in the country where the manufacturer can merchandise with profit at this time.

## The Indianapolis News

New York Office  
DAN A. CARROLL  
150 Nassau Street

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

# Is he selling your Kit



HE home-furnishings and furniture merchant sells thousands of dollars' worth of kitchen utensils each year.

By kitchen utensils is meant aluminum ware, crockery, tin ware, enameled ware, broilers, and small ware of all sorts. This does not include kitchen tables, chairs, cabinets and the like; they form a large yearly investment in themselves.

This volume of business is made possible because the furniture and home-furnishings merchandiser is willing to sell these goods at a small margin of profit.

This retailer has established a field that is increasing in scope each year. Is he selling your line of kitchenware and utensils?

We can give you definite information concerning this substantial market as it relates to your particular products. You will receive our unbiased opinion.

*The Grand Rapids Furniture Record reaches more Furniture and Home-Furnishings Merchants than any other trade paper in the field. It is read by 51% of all the furniture merchandisers rated \$10,000.00 and over.*

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## The Grand Rapids

### Periodical Publishing

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# Furniture Record

Company, Grand Rapids, Mich.

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## *Try it out in Representative Milwaukee*

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# Gateway to the Northwest

Milwaukee is more than the metropolis of Wisconsin—the sales-and-distribution center of the great Milwaukee-Wisconsin market.

It is the *big city* of the Northwest, the foremost port on the Great Lakes (exceeded only by Chicago). North and west, to the coast, no city approaches Milwaukee in size, importance or purchasing power.

A good percentage of the needs of more than 2,000,000 people are supplied through Milwaukee—for it is the leading distribution point for the Northwest.

In addition, people in such progressive cities as Racine, Kenosha, Madison, Sheboygan, Fond du Lac are within shopping distance and spend millions of dollars annually in Milwaukee.

From an economical standpoint alone, the Milwaukee-Wisconsin territory is one of the nation's best try-out markets. Because it can be covered with one newspaper. Only one *does* cover it as thoroughly. This dominant 7-day newspaper is *The Journal*, which is read daily by 4 out of every 5 English-speaking families in Milwaukee.

## *The Milwaukee Journal*

HARRY J. GRANT, Pub.      R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York   Chicago   San Francisco

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ber, machinery, rubber, textiles, transportation, specialties.

And in addition the following departments which serve all divisions: Commercial Laws, Tariff and Trade-Marks, Commercial Intelligence and Research.

Let us look into the Automotive Division for a moment to get an idea of how the thing is working out in the whole department. First of all, Mr. Hoover asked the National Automobile Chamber of Commerce to select two men out of the industry, one to stay in Washington to correlate the information and the other to act as special trade commissioner for that industry. He was to go all over the world to study markets, get the sort of information the manufacturer wanted and organize the system in the foreign field among the 600 trade representatives so that this information could be kept up to date. The National Automobile Chamber of Commerce in turn wrote to the manufacturers among its membership and asked nominations for those two positions. It also got in touch with individual men whose experience seemed to fit them for the new work. Then the board of directors of this Chamber of Commerce eliminated certain names and later appointed a special committee to pass on the qualifications of the remaining men and asked all of these to submit a programme of action. Two men were eventually selected and the special trade commissioner starts on January 1 for his tour of the world.

ALL INFORMATION TO BE COMPLETELY  
CLASSIFIED

To follow the Automotive Division another step, let us see what type of information is now being gathered and how it will serve men in that industry. The same thing applies to every other division, and I am taking the Automotive Division merely as an example. There are 109 major countries where automotive vehicles are now being shipped. For each country there is a file on each one of the following subjects:

Advertising, business practice, dealer lists, export regulations, general trade conditions, mechanical preferences, potential factors (such as finance), service facilities, shipping facilities (this to include location of free ports and other information of like nature), statistics, vehicle registration, transportation.

To take one of these divisions—Advertising—the export manager for an automobile concern will, if he wishes the information, be told immediately the advertising rates on local publications direct from the agents in the field, information as to what mechanical limitations exist in these publications, names of dealers, direct advertising information, lists of dealers in every country in the world, information as to the nature of copy that will appeal to the buying habits of the people there, whether it is more customary to let the local dealer write his own copy to conform to the peculiar buying habits, whether cuts should be made here or in the foreign country, whether translating can best be done here or on the spot, and other information of a like character fresh from the man who is on the ground. In addition to the information from its 600 and more representatives, the Department of Commerce now subscribes to sixty or more technical and trade publications from foreign countries and compiles information from all of them which seems to be germane to each particular division.

A manufacturer of spark plugs, for example, wrote in recently to ask what the markets for spark plugs were in the Baltic provinces. He was able to secure the number of vehicles in these provinces, divided as to trucks and cars and the types of spark plugs they use. He also received the names of all spark plug dealers in the countries on the Baltic, the operating conditions there, so that he was able to tell what sort of service was necessary, shipping instructions, the conditions of lightering and wharfing, and many other points which enabled him to go after his market in those fields in competition with other countries.

Sufficient information has already reached manufacturers to

insure a steady flow of letters into the department asking all sorts of information. Here is a typical one from a large accessory manufacturer in the Middle West:

Department of Commerce,  
Washington, D. C.

We are desirous of getting into foreign fields with our products and write to inquire if the Department of Commerce could furnish us with information with regard to the details of ordering, transportation and payment.

We have no information at present and seem unable to obtain a line on just how export goods should be handled. We should greatly appreciate anything you have to offer us and should also like to request any maps of foreign countries which you may be able to furnish us with. Should there be a charge on these and the information requested we shall be pleased to make payment.

A great many other manufacturers are thus looking abroad, in spite of the exchange difficulties and the other problems which confront the manufacturer who wants to expand his markets in foreign fields. And it is essential, if American manufacturers wish to keep up full-time production and base their domestic cost upon normal production and not one or two days a week, that they do go after foreign markets.

Leonard P. Ayres, of the Cleveland Trust Company, recently analyzed the problems as applied to the automotive field and showed the necessity of selling part of their products abroad. The following letter from an individual in the Department of Commerce to one of the largest battery manufacturers in America sums up some of Mr. Ayres's arguments which, while they do not emanate from the Commerce Department, are believed by them to be correct:

America has manufactured 11,775,000 automobiles since the beginning of the industry in this country twenty-five years ago. Of this number about 700,000 have been exported, 9,000,000 are in use, and about 2,000,000 have been worn out, destroyed or abandoned. Considering the average term of service of about six years, this means that by the end of 1920 there was one car in use for each twelve people in the United States.

The theoretical number of possible purchasers of motor vehicles seems to be limited to about 20,000,000. This is approximately the number of white,

native-born men above the age of twenty-one. It is also about the number of white American families whose occupations are such to make it appear possible that they might become motor-car owners.

Considering the decrease in home consumption, and the decided decrease in export sales, it is our opinion, and qualified as such, that in order to keep the factories running at normal output (not the abnormal output) of the year 1920, it will be necessary to double the exports of automotive products from 7½ per cent of the total production of this country to 15 per cent, which will just about offset the decrease of consumption in the home markets. Consequently, we of the Automotive Division are viewing the entire group of automotive manufacturing concerns in the United States as one big organization of which we are acting as sales manager in a sense, and that our job is to increase the sales of this one great organization 7½ per cent, and the world outside of the United States is the outlet for this percentage.

You are manufacturing batteries for use in automobiles and motor trucks; consequently these figures are of some importance to you so far as the domestic market is concerned. We believe we are safe in assuming, however, that 50 per cent of all the American cars exported into overseas markets have been equipped with magneto ignition, and thus their owners are not prospects for the sale of batteries. The trend, however, seems to be toward accepting battery ignition on cars in foreign markets, provided the battery manufacturers will stand back of the automotive exporting organizations by establishing service stations in foreign markets, making replacements readily available, and break down the prejudice which now exists against American motor cars that are not equipped with magneto ignition, because the dealers abroad, and particularly in the Orient, are afraid to handle cars and trucks equipped with batteries, due to the fact that they are not in a position to repair them.

In the automotive field, as in many other fields, American manufacturers will have to compete with the foreign "cartel." While it can scarcely be said that America has adopted the cartel system, it is certainly working along those lines, as the many organizations to secure foreign trade under the Webb-Pomerene act will testify. At the present time, for example, in automobile conventions, such questions as these might be asked by one export manager of another: "What are you doing about credits in Chile?" "How do you solve your shipping problems in Peru?" "How do you find credit in Java?"



"Do you allow your dealer so much per car in Java or is his advertising appropriation there based upon his total business for the year?"

These and similar questions are asked because of a lack of uniformity in methods, and this the Department of Commerce is trying to overcome by acting as a clearing house for just such information as the questions quoted above. A complete questionnaire has been sent to all manufacturers in the field asking them about their overseas selling agencies, their branches, how many traveling representatives they have, and other questions about policy and practice in foreign selling. All the replies will be systematized, and without any sources of the information divulged will be tabulated by percentages.

The manufacturer of spare wheels, who wants to extend his dealers in any particular part of the world, can find out the custom, practice and policy, in terms of percentages, of other manufacturers in his industry. In no case will the source be revealed, but all put forth in helpful form on a basis of percentages. As the information comes back from each one of the 600 foreign representatives, it will be tabulated according to each industry in a permanent binder form. The sales promotion department or export department for the big manufacturer will have loose-leaves to go into this binder of permanent information as rapidly as it is received.

#### IMPROVEMENT ON "COMMERCE REPORTS"

In addition to this permanent feature, another change is that from the old Daily Commerce Report to what practically amounts to a magazine called "A Weekly Survey of Foreign Trade." This is a magazine with twenty-five editors in the home office and the 600 correspondents. Information received is segregated by divisions. Tendencies and trends in foreign trade are analyzed. It will be shown, for example, that while last year

30 per cent of our automobiles exported went to England, Mexico and other countries are now picking up as customers, in proportion to their greater government stability.

Moreover, it is planned by the department to extend the information as gathered into the domestic field. Reports will be made at stated intervals to trade associations in each industry upon the volume of domestic production as checked against the normal figure in the form of an index number. By checking the month's production, against production under normal conditions, manufacturers will be able to note overproduction, or rather underconsumption in certain industries, and the public also will be kept informed as to the supply and demand on certain commodities in terms of index figures. A monthly digest will be made giving a summary of tariff changes in specific countries and other information of vital importance to export managers on national policies which affect their business.

This radical change in the Department of Commerce is under way at the present time and much of the information already has been gathered. The traveling trade commissioner for each division is preparing to start on his world-wide trip. It is PRINTERS' INK's good fortune to be the first publication to carry the news of this radical change in detail to its subscribers. It means a new step forward in the help of individual industries by the Government. As the letter quoted herewith from the Department of Commerce says, "We are viewing the entire group of manufacturing concerns in the United States as one big organization of which we are acting as sales manager in a sense, and our job is to increase the sales of this one great organization 7½ per cent, and the world outside of the United States is the outlet for this percentage." The sales promotion manager and the export manager will be able to go before his board of directors with specific information, where before they were in the

dark. It will be the object of the Department of Commerce to fortify these men with specific information in terms of other manufacturers' accomplishments so that they will be able to sell their own board of directors upon changes in policy and a more determined effort to get the necessary foreign trade.

"Business men," said one of the biggest manufacturers in the United States who was attending the Unemployment Conference last week, "have often asked the Government not to throttle them in their efforts to get more business. This move in the Department of Commerce looks like a case of the Government offering service to the manufacturer which is worth real money to him and which is essential to the permanent prosperity of the United States. The Government in this case has put the thing up to us, because it will work like a charm with our co-operation, but it needs our real co-operation and a frank statement of our policies, and the results coming from them, so that other manufacturers in all lines of industry can be helped." Secretary Hoover and his assistants, chosen by the industries themselves, for the benefit of industry and of America generally, say to the American business man, "Come and tell us what you want and we will go and get it for you."

A careful examination of the plans which are being made and the really tangible and concrete groundwork which is being laid makes me believe that co-operation on the part of American manufacturers will increase those necessary foreign sales far above the  $7\frac{1}{2}$  per cent mark. And when America gets her real share of foreign trade which is now being secured by wide-awake competitors, we shall have made a large step forward in stabilizing industry.

The National Conference of Business Paper Editors will hold its annual meeting at Chicago on October 24. A joint session with the Associated Business Papers, Inc., will be held on October 25.

### Organize Service Company in Richmond

A. W. Boden and N. DeWitt Farrar, until recently connected with A. O. Goodwin, Inc., of Richmond, Va., and New York, have organized the Southern Advertising Service, Inc., with offices in Richmond.

Mr. Boden was formerly advertising manager for the C. F. Sauer Co., and Mr. Farrar was at one time on the art staff of The Ethridge Company.

Miss Ann Welch, formerly assistant to the advertising manager of the C. F. Sauer Co., has joined the new company as copy writer.

### New Hat Campaign from Kraff Agency

The T. W. Stevenson Co., hat manufacturer, has started a newspaper campaign for a new line of hats, in which a great number of newspapers in Montana, North Dakota, South Dakota, Iowa, Minnesota and Wisconsin are being used.

Dealer advertising and a direct-mail campaign will follow this newspaper campaign. All of the campaigns are being directed by the Kraff Advertising Agency, Minneapolis.

### Elected by Women's Club of St. Louis

Mrs. Julia Shipley Carroll, of *The Drygoodsman*, was elected president of the Women's Advertising Club of St. Louis, at the annual meeting on October 3. The other officers are: Vice-president, Miss V. A. L. Jones; secretary, Miss Edna Davis; treasurer, Mrs. Lena D. Sultz.

### Canadian Agency Establishes Hamilton Office

The Federal Advertising Agency, Limited, London, Canada, has established an office at Hamilton, Canada, under the management of S. P. Westway. Mr. Westway for the last four years has been engaged in advertising work for the Standard Oil Company.

### W. J. Powers with S. T. Judson

W. J. Powers, formerly with the Herald Press and Advertising Service, and the Ad Agency Service, New York, has become director of service for S. T. Judson, advertising typography, New York.

### Thomas J. Mulvey with Philadelphia Agency

Thomas J. Mulvey, for ten years advertising manager of Perry & Co., Philadelphia clothing concern, is now associated with the John Clark Sims Advertising Agency, Philadelphia.



was the average net paid daily circulation (morning and evening) of the Baltimore Sun for September, 1921.

☐ This was a gain of **27,664** over the net paid daily circulation for the same month last year.

☐ The average net paid circulation of The Sunday Sun for September, 1921, was **150,278**—a gain of **12,414** over September, 1920.

☐ You can talk to the people of Maryland's big city quickly and economically through the *home delivered* circulation of The *Sunpapers*.

☐ Write our Service Department for information. We will be glad to help you solve your local distribution and sales problems.

## Everything In Baltimore Revolves Around

# THE



# SUN

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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**Baltimoreans Don't Say "Newspaper"**  
**—They Say "Sunpaper"**

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# "What Every



**W**HEN the woman starts out to find a place for herself in business, she stands on the threshold of a new world.

What is the language spoken there? What will be expected of her? What are the obstacles on the road to advancement? What is the chance that her dreams will come true?

"What Every Employer Wants" in the October Woman's Home Companion recognizes her need for information about these things.

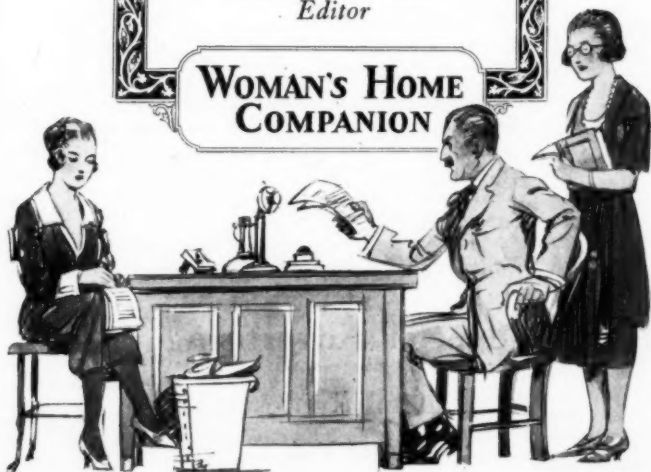


# y Employer Wants"

First and foremost our readers are human beings, with the human needs, tastes and desires common to all of us. We do not aim at any special type; we do not edit for the mother, or the wife, or the housekeeper, or the business woman, but for the human being who is possibly any or all these things, but whose interests are diversified, not specialized.

*Gertrude B. Lane*  
*Editor*

**WOMAN'S HOME  
COMPANION**



## —give us this day our daily JOB

Can municipal, state, or federal funds be spent to better advantage than in campaigns to stabilize the business of the nation?

Can we develop a business policy which can cope with living problems?

For such a message the Newspaper is the *only* constant, common meeting ground of all classes, professions, interests, the rich and the poor.

What the daily Newspaper has accomplished for the sale of merchandise, the raising of war funds, the Newspaper can accomplish for our national business life. Sectionally or nationally, over night or for an extended period, this potent, primary medium is available.

The Newspaper is the medium not only to bring the man and the job together, but to make them *stay* together, to minimize labor troubles through steady, planned, paid publicity for both workers and employers, to "sell" municipal, state, and federal administrative policies through consistent, honest, local, paid campaigns every week, every year.

Newspaper advertising is at once a stimulating and stabilizing force. With conspicuous success it has been used to sell merchandise. When will it be used *consistently* to produce permanent, economic progress?

**Invest in Newspaper Advertising**

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago

New York

Atlanta

Kansas City

San Francisco

# Garage Owners Ring Cash Register with Co-operative Advertising

With the Bottom Out of Their Business, All Garage Owners in Paducah Started a Co-operative Newspaper Campaign in January and Have Been at It Ever Since

**P**ADUCAH, Ky., viewed from the standpoint of advertising, has an unusual distinction. Every garage owner in that city is an advertiser, has been for the last nine months and bids fair to con-

chanical condition and that were not being repaired because the owners thought such expense an extravagance. When their tale of woe came to the Paducah *Evening Sun* that newspaper had a copy

writer prepare six advertisements. In this copy, addressed to car and truck owners, the railroad engine was compared with the automobile and truck on the point of value of repairs.

The style of the copy was such that the garage dealer grasped the significance of the comparison immediately. In less than half a day, all of the garage dealers in Paducah, ten in number, had agreed to take part in the campaign, on pro rata basis for a period of three months. Under the plan one advertisement signed by all of the garages, was to be run weekly in a six- by nine-inch space during a period of three months.

Shortly before the campaign was scheduled to end one of the garage owners stopped the president of the newspaper, Edwin J. Paxton, on the street and said: "That series of garage ads is the best business getter I ever saw; our shop has been as busy as we ever were and work continues to pile in. Can't you get the 'bunch' to agree to continue the campaign another three months?"

The newspaper itself had intended to wait until January 1922

## Owners of Automobile and Trucks Are Learning What Railroad Officials Have Long Known—



*That it Pays Big to Overhaul  
a Machine Regularly.*

The automobiles and trucks in Paducah that are costing less for upkeep are those that are gone over frequently.

**A Locomotive Runs 100 Miles  
and Goes in For Inspection.**

An automobile or truck should be gone over at least every 500 miles. It will be real economy if it is.

Just read the instructions that came with your auto or truck. They say, "change the engine oil every 500 miles and keep all parts of the car well oiled."

Send your automobile or truck to any of the good Paducah garages for frequent inspection and you will find your upkeep costs going down.

DODGE CENTRAL MOTOR SALES CO.      BUS EDWARDS MOTOR SALES CO.  
BURNHAM AUTOMOBILE COMPANY  
KILLENBERGER'S GARAGE      MCKELL-VICTOR MOTOR CAR CO.  
THOMAS SALES & SERVICE CO.      UNION MOTOR CAR CO.  
WEST KENTUCKY AUTOMOBILE CO.  
CENTRAL GARAGE.      E. W. DODDS GARAGE CO.

ANOTHER CO-OPERATIVE EFFORT THAT PROVED  
WORTH-WHILE

tinue for some time to come. A co-operative plan led them into the habit of advertising.

The garage owners didn't think of the plan. Back in January of this year, they felt that the bottom had dropped out of their business. Their troubles were many. They knew of cars and trucks without number that were in a bad me-



before asking the garage owners to repeat the campaign for another three months. But on the strength of this man's recommendation another campaign was prepared. The copy for this new campaign had the same basic idea: the comparison of the motor car with other machinery that was accepted as being always in need of care and attention. Calls were made on all the shops. At every garage the same condition—a multiplicity of orders—was found. The campaign has been continued from that day on and now has the appearance of being a fixed part of the programme for every garage owner in Paducah.

### American Bankers' Association Urged to Advertise

THE Public Relations Commission of the American Bankers' Association, in a report submitted at the annual convention of that organization at San Francisco, last week, strongly recommended the inauguration of a comprehensive advertising campaign dealing with the fundamentals of banking and emphasizing the mutual dependence of the banks and labor and industry. "This," says the report, "would be most desirable as an offset to radical teachings whose advocates always turn their batteries on the banks." Amplifying this recommendation the report said:

"We believe it is indeed time for the American Bankers' Association to inaugurate such a campaign. We speak with the utmost conviction in urging your support and co-operation for it, as well as for the regular publicity campaign for next year. It is far from altruistic to urge this. Rather it is the part of selfishness—intelligent selfishness. In the last analysis a true public understanding of the banks and their practices is most desirable from every point of view. Breaking down ignorance and prejudice on the one hand, and the dissemination of constructive and intelligent in-

formation on the other, offers a field for the A. B. A. as great as any now before it.

"Guiding a democracy such as the United States along safe, conservative and proper lines is largely a matter of intelligent publicity. It can be aided greatly by scientifically establishing, gathering and disseminating A B C literature and information.

"Many of our public institutions have spent large sums in their attempts adequately to distribute material of the kind mentioned, and it is far from our thought that this representative American Bankers' Association can decide upon a policy of smaller courage, less vision, or less effort, and fail to render a real educational and constructive service which has such practical value to the nation."

This report was submitted by Francis H. Sisson, vice-president of the Guaranty Trust Co., New York, as chairman of the Public Relations Commission.

### W. McK. Barbour Leaves New York "Globe"

W. McK. Barbour has resigned as advertising director of the New York *Globe* to become advertising director of the Minneapolis *Tribune*, succeeding Gerald Pierce. At the New York *Globe* Mr. Barbour is succeeded by William E. Severn, who has had charge of the automobile section of the *Globe*, and who was with the Brooklyn *Eagle* for some time prior to his connection with the *Globe*.

### E. N. Ferdon with The Blanchard Company

E. N. Ferdon has become president and general manager of The Blanchard Company, Aurora, Ill., manufacturer of calendars and advertising specialties. Mr. Ferdon has been with Brown & Bigelow, St. Paul, Minn., for eighteen years, with whom he was associated as vice-president and general manager when he left to go with The Blanchard Company.

### Edward T. Hall Heads St. Louis Club

At the annual election of the advertising Club of St. Louis, held October 1, Edward T. Hall, secretary of the Ralston Purina Co., was elected president. Other officers chosen are: First vice-president, Bert Barnett; second vice-president, J. Carr Gamble; third vice-president, Algernon S. Cale; secretary, L. Will Shelly; treasurer, S. J. Kieffer.

The Minneapolis Tribune is carrying a campaign for the Minneapolis Bedding Company, placed by the Mitchell Advertising Agency, of Minneapolis. This copy is well written and attractively illustrated.

The Redfield Advertising Agency has placed with The Minneapolis Tribune a schedule of advertising for the NoName Hat Manufacturing Company, featuring Vanity hats. Copy appears three times a week, on Mondays, Wednesdays and Fridays.

The Minneapolis Tribune is outstripping all other Northwestern newspapers in the support it is giving the National Dairy Show, to be held in the Twin Cities October 8 to 15, inclusive. Each Sunday The Tribune carries a solid page of educational matter, beautifully illustrated, setting forth the great value in the development of the Northwest to be had by promotion of the dairy industry, urging betterment of herds, etc. These articles are being prepared by a dairy expert and are proving of almost invaluable assistance in building up interest in the show. In addition The Tribune will devote a large part of its beautiful rotogravure section October 2 and 9 to pictures and advertising promoting the show.

The C. C. Winningham Agency is running a series of advertisements in The Minneapolis Tribune for the Chamberlain Metal Weather Strip Company. This copy is attractively illustrated and has good selling text.

Tim's Caps advertising will run in The Minneapolis Sunday Tribune consecutively until October 23. This account is placed and copy and schedule come from the Federal Advertising Agency.

The Walker timer for Ford cars is being extensively advertised in The

Minneapolis Tribune, having broken with page space. Stress is laid upon the accurate work of this timer, its longer life and reduction in costs of gas and other operating expenses. The account is placed by the Vanderhoof & Co. agency.

The Minneapolis Tribune is in receipt of an order, copy and schedule from the Thomas E. Bashma Co., Inc., agency, comprising a display advertising campaign for the Chas. Denby cigar, manufactured by H. Fendrich, to run for thirty insertions. The campaign ends December 10.

The J. Walter Thompson Company, of Chicago, is running a series of advertisements in The Minneapolis Tribune on Friday evenings and Saturday mornings for Libby's condensed milk. A new idea is brought out in this copy tying up Libby's milk with the many ways it can be employed in creaming vegetables, etc. This is brought out forcefully by attractive illustrations, showing the vegetables with which the milk may be utilized and the text urges the housewife to try the milk for that purpose.

The California Associated Raisin Company is conducting a strong campaign of display copy in The Minneapolis Tribune popularizing the iron value of raisins as a food. The text and illustrations very nicely tie up the idea with suggestions for the baking of bread, cakes, buns, etc., containing raisins.

The Minneapolis Tribune has been selected for a solid year's advertising of Atwood's package coffee, roasted, packed and distributed from Minneapolis by the Atwood Company. This copy is to be carried exclusively in The Minneapolis Sunday Tribune and comes from Critchfield & Co., of Chicago.

Member A.D.C.

## The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

**FIRST**  
in its  
City

**FIRST**  
in its  
State

**FIRST**  
in its  
Federal  
Reserve  
District



## The Fourth Dimension in Business

Men with Vision Have Accomplished the Soul-Stirring Deeds That Have Caused the Race to Advance and Prosper—Real Achievement Is Impossible without Vision

By Chas. G. Tomerlin

**T**HE three dimensions of business, I classify as follows:  
Length—The "First Dimension" is merchandise or product of a business.

Breadth—The "Second Dimension" is the selling or sales side of the business.

Depth—The "Third Dimension" is the service side of a business.

Under these three captions or headings are comprised all phases of business. The managing, buying, selling, advertising, stock-keeping, etc. Then comes the unknown quantity in business, which I am calling the "Fourth Dimension."

The "Fourth Dimension" is "Vision in Business"—vision is an expansive thing, without limit.

It knows no limit.

It has none.

It is the essential thing in any business, whether a bootblack shop or a Wall Street banker. Was anything ever accomplished—without vision—that was really worth while?

And before I go further, may I state very briefly what is a "Fourth Dimension" man?

He is a man—who has vision.

He is a man—who laughs at tradition.

He is a man—who knows no fear.

He is a man—who overcomes opposition.

He is a man—who has faith in himself and his business.

Columbus had a vision of other worlds, and did not Columbus achieve? He was a "Fourth Dimension" man—having vision and faith—hampered not by tradition.

Portion of an address before The Sphinx Club, New York, October 11.

Henry Ford is a "Fourth Dimension" man—he had a vision and faith—and surely overcame opposition.

And under this classification can you not include all men who have achieved—Schwab, Morgan, Marconi, Hamilton, Franklin, Selfridge, Fields, Wanamaker, Edison, Fulton, Patterson, Statler, Burroughs, Emerson, Moody, John Wesley, Mrs. Eddy, Lincoln, Lee, and Wright—was it not the work of the vision, the "Fourth Dimension," that gave the world every needful or good thing of today?

A man may have a vision and not achieve, but he never achieves without a vision. In your own life, in your own experience, you have known men to have a vision and because of the vision they have dreamed over it—the hope of things to be, and by reason of that hope they thought over it and by thinking they planned, and by planning they brought to pass that vision—that dream of things to be.

## Norfolk, Va., Has New Agency

An advertising agency has been established at Norfolk, Va., by Lawrence T. Hamby, recently advertising manager of the Paul-Gale-Greenwood Co., Norfolk, jewelers.

The new agency will handle the accounts of the Paul-Gale-Greenwood Co., Vicks Tile & Fixture Corporation and the James G. Gill Co., coffee roasters, maker of "Queen's Blend." A campaign in which Southern newspapers will be used is being prepared for "Queen's Blend" coffee.

## Glidden Advertises Anaconda White Lead

The Glidden Company, of Cleveland, and the Anaconda Lead Products Company have entered upon a reciprocal arrangement whereby the former will have the exclusive marketing of Anaconda White Lead, which will be featured in a business-paper advertising campaign of The Glidden Company. A national advertising campaign is also being planned.

## France Honors Louis Wiley

By a decree proposed by the President of the Council and the Minister of Foreign Affairs, of France, Louis Wiley, business manager of the New York Times, has been nominated a Chevalier of the Legion of Honor for very distinguished services rendered to France.

## Buying Power *versus* the People Who Buy

Comparatively few men own the bulk of Chicago's wealth. America's wealth for that matter, or the world's wealth.

The *buying power* of Chicago's very rich would be enormous—if it were exercised in proportion to its power.

But it isn't—and can't be.

No man can wear two suits of B. V. D.'s at a time, and the workingman's appetite for pancakes will nine times out of ten exceed the millionaire's.

For every Rolls-Royce on the streets of Chicago, there are a thousand Buicks, Hudsons, and other medium priced cars.

Both the moderately well-to-do and the very rich use Ivory Soap, yet man for man the very rich use no more than the well-to-do, while the well-to-do *outnumber* the very rich a thousand to one.

It isn't the rich, but the **MASSES** who buy the world's produce—keep the world's factories busy.

And it isn't the rich in Chicago who make it a responsive and profitable market for 90% of all the merchandise that's sold there.

It is the 1,200,000 readers of the Evening American, and over 2,000,000 like them—the everyday American citizens who constitute the active buying **MASS** of the city's population.

**CHICAGO AMERICAN**  
EVENING

# DAIRYING In the South



The increase in number of dairy cows from 1907 to 1920 was more than 50 per cent. The increase for the entire United States during the same period was 13.8 per cent.

Southern Farmers are realizing more than ever that the dairy cow offers an opportunity for realizing a cash income, and the South has made more progress in dairying in the last 13 years than any section of the country.

\* \* \* \* \*

No longer is the Southern Farmer relying upon cotton alone as his money crop, but dairy products, fruit, sweet

potatoes, peanuts and corn are filling his pocketbook.

The peach and melon crops of Georgia alone produced \$14,000,000.00 in 1921. Approximately 10,000,000 acres—formerly devoted to cotton—are this year growing corn, soy beans, cowpeas, peanuts and various other crops that will either sell for money or will produce feed and food crops. This means prosperity.

**REDUCED COST OF MAKING  
CROPS AND INCREASED ACRE-  
AGE IN FOOD CROPS INSURES  
PROSPERITY IN THE SOUTH.**

The newspapers of the South thoroughly cover both the urban and the rural population, and offer the quickest and most economical means of selling the prosperous South.



**SOUTHERN NEWSPAPER  
PUBLISHERS' ASSOCIATION**  
Chattanooga, Tenn.

## Here's a story:

Some months ago, we created a booklet for a local corporation. The first order was for 50,000. It went big, and a little later they ordered another lot of 100,000. But still the demand is strong, and we have just been asked to supply a third edition of 250,000. We wouldn't be surprised if the next order is for half a million.

Good merchandise and a good advertising idea—that's an unbeatable combination.

Incidentally, we have a lot of other good ideas for direct-by-mail advertising. It is quite likely that some of them would fit *your* business.

## Charles Francis Press

*Printing Crafts Building*

461 Eighth Avenue, New York

*Telephone Longacre 2320*

# How Corticelli Makes Advertised Leader Work for Whole Line

Campaign Reveals Many Reasons Why Company Advertising Makes Strong Appeal to Women

By Roland Cole

RIDING over from Philadelphia to New York one day not long ago I overheard a conversation in the dining car between two men who sat at a table immediately behind me. They were discussing advertising, though I could not make out just what their precise interest in the subject was. One of them said:

"I wish somebody would tell me what there is in Corticelli advertising that appeals so to women. I've looked at it with great pains, but I can't see anything phenomenal about it. There's a playful kitten, which might be attractive to children, and a picture of Irene Castle in a dance attitude. Outside of that, I swear I can't see"—

The other man said neither could he. Knew his wife read the advertising. Heard her say so. And bought the goods. Advertising appealed to women all right. Maybe it was the kitten. Couldn't tell. Women have their own reasons. Anyway it worked. If he ever had anything to sell to women, wished he could make it work as well.

I decided there and then to go to Florence, Mass., at the first opportunity and find out for myself what secret Corticelli had discovered that makes the company's advertising so attractive to women.

The Corticelli Silk Mills, I found out when I got there, has a well-organized correspondence department for the handling of mail inquiries. Here letters are being received from all parts of the country in spite of the fact that Corticelli products are sold by retailers practically everywhere. A number of these requests are for free samples—fabrics, thread, yarn, twist, and the like. Free samples, however, are not sent out.

The requests are courteously replied to, and the inquirers are referred to local dealers.

Many inquiries come from remote places, but no matter where they come from, they are replied to, recorded, and the names constitute a permanent card record file which is used for future reference and other purposes.

## ADVERTISING DESIGNED TO DRAW INQUIRIES

Many requests read, "Please send me your booklet of frocks and wraps designed for Irene Castle by Lucile." After reading over a great many of these letters from women of every class I came to the conclusion that the name of Irene Castle has a meaning all its own.

Referring to the current advertising of the company in national publications I found that almost every advertisement contained the following paragraph: "Send for your copy of the free booklet, printed in colors, of Corticelli silk frocks and wraps made by Lucile for Irene Castle."

This, of course, explains why mail inquiries in such large numbers are received for the booklets, but the really surprising thing about it was that Irene Castle's name was invariably mentioned and correctly spelled. Apparently, it had pulling power in itself.

Corticelli Silk Mills has had a long and interesting advertising history. The company was founded in 1838. It has been a national advertiser for nearly thirty years.

Corticelli annual sales run well into eight figures; there are large factories in Florence, Leeds and Haydenville; and a sales organization comprising nine branch houses and a hundred and fifty salesmen, several of whom have been with the company thirty



years; four who have served thirty-nine years; two, forty years; and one each for forty-three, forty-six and forty-nine, respectively. There are two general sales managers, one the president of the company, W. H. Sampson, located in Chicago and in charge of the Western Division; and the other the vice-president of the company, F. W. Eaton, located in New York and in charge of the Eastern Division. C. A. Sheffield has been advertising manager of the company for twenty-eight years and is a member of the board of directors. General offices are at Florence, Mass.

The company has a manufacturing problem, a sales problem and an advertising problem. Raw silk comes from Japan, China and a little from Italy. Sources of supply are therefore not so fully under control as if they were located in this country. Spool silk, the original Corticelli product, is practically invisible after it becomes a part of a garment, and this does not make the sales argument to the consumer so effective as would be the case were the articles visible in use. On the advertising side the great problem in the advertising of Corticelli sewing silks and dress fabrics is to interest women not so much in the quality of the products as in what can be done with them.

Looking first for the answer to the advertising problem and to see whether I could not also bring forth the answer to the question I had heard discussed in the dining car on the New York express from Philadelphia; I turned my attention to a consideration of the company's 1921 advertising campaign.

Corticelli advertising during 1920 and 1921 has dealt almost exclusively with Corticelli dress silks. Every advertisement bears a line of very fine type directly beneath the signature, reading, "Alsò makers of Corticelli Spool Silks, Ladies' Silk Hosiery, Yarns and Crochet Cottons." So far as a careful scrutiny of the company's advertising in national mediums during the present year

shows, there has been no reference to other Corticelli products. Yet, in addition to the articles already mentioned, there are Corticelli machine twist, crochet silk, knitting silk, Cordonnet, Belair silk, buttonhole twist, dental floss, surgeon's silk, darning silk, purse twist and artificial silk threads.

How is it possible for the company, therefore, to confine its national advertising to the one line—dress silks—and make it work for all Corticelli products? Because the company's advertising activities, in addition to its national publicity, are quite extensive, and every form of publicity used has been designed to build up good-will for the company's trade-mark name—Corticelli.

#### NEW LINE TAKES HOLD ON STRENGTH OF PREVIOUS ADVERTISING

For example, last year a line of women's silk hosiery was added. A new mill was erected in Florence, samples were made up and sent out to the sales force. It was expected, of course, that a national campaign would be necessary to get the line into distribution rapidly and arouse consumer demand. The new line has been on the market for over a year and still the company does not dare to begin national advertising until factory facilities can be increased to catch up with the present demand.

Here is what happened: The name Corticelli has been synonymous with silk for years. When the salesmen took their hosiery samples to the trade they found them eager for a line of women's hosiery bearing the name Corticelli. Consequently, the first orders sent in were away beyond factory capacity. The advertising campaign on hosiery was therefore held in abeyance.

Dealers were supplied with counter display cards and sales folders descriptive of the new line. This material, limited though it was, combined with whatever announcements the dealers made in their local newspaper space, kept them completely sold out of Corticelli hosiery. Consequently, Corticelli hosiery has not yet been



The general rule, that the evening newspaper is the home newspaper and the favorite newspaper, holds good in Minneapolis, where The Journal not only has the largest home-carried circulation but also has nearly twice the circulation of any other evening paper or the morning paper.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee*

nationally advertised and there are hundreds of dealers and thousands of consumers who do not know there is such a thing. In the meantime, the company goes on installing additional machinery in the hope that it will some day be able to catch up with orders.

The lesson that I would draw from a careful study of Corticelli advertising is that the company seemed to have recognized years and years ago that the way to sell goods to women is to spend as much time as possible telling them how to make things with Corticelli products and relatively little time in talking about quality and value—in other words, to make the product good enough to speak for itself.

For example, one of the most important advertising activities of the company is the publication of its instruction books, of which there are about fifteen different ones now current. Every one of these books is an elaborate course of instruction in knitting or crocheting. They contain from thirty-two pages to forty-eight and sixty-four. No reasonable expense, apparently, has been spared to make these books attractive and practical to the woman. Each one has been written by an expert and is most profusely illustrated with new and original designs.

These books are not given away; they are sold at fifteen and twenty-five cents apiece. The dealer buys them at wholesale from the company and retails them over the counter. Or, the company sells them direct by mail. They are sometimes referred to in magazine copy, such as the use of the following paragraph in a recent dress silk advertisement:

#### FOR THOSE WHO CROCHET

Send today for Corticelli Lessons in Crochet, Book No. 12, showing smart sweaters, long knitted coats, new scarfs, new "suky" handbag, jaunty tams, golf hose, a "Bretton vescoat," woven worsted set of collar, cuffs and vestee, and a smart "Fluffy Ruffle" filet waist with a black silk camisole. Sweaters and bedroom slippers for the little tot, and a slip-on sweater for the schoolgirl. Price, 15 cents; by mail, 18 cents.

Occasionally the books are featured in national space in connec-

tion with Corticelli yarns, silks and cottons. This naturally keeps up a very active demand for the books. Every book put into circulation—and the total of all books printed up to the present time runs into the hundred thousands—is a current advertisement for Corticelli products, for the books are of permanent, not temporary, interest, and women would probably keep and use them forever, provided the books would last that long.

Reverting to the dining-car question, What is there about the current Corticelli campaign that appeals so to women?

#### EMPHASIS ON THE TRADE-MARK

There is of course, beauty of layout, fine photographic reproductions and a general effect of harmony in the whole get-up of the advertisements. There is no doubt that the company possesses a great advertising asset in its kitten, for the Corticelli puss is as old as Corticelli advertising. She is as familiar to the public, in her more limited sphere, as the Victor dog or the Gold Dust Twins. The outstanding feature of Corticelli advertising for a great many years has been the kitten's head with the spool of thread. Even today a kitten, in an advertisement, suggests Corticelli.

Moreover, the company is not unaware of the present and future advertising value of that same kitten. The antics of a playful kitten will delight everybody, old or young, and there will always be kittens in homes—millions of them every year—and every time a kitten plays with a spool, someone is sure to be reminded of Corticelli advertising. A by no means insignificant part of each year's advertising appropriation, consequently, goes for kittens, from the big electric sign on Broadway to picture post-cards in colors mailed out by dealers. There are papier-mâché kittens for the dealer's store, cardboard cut-outs, mechanical signs, movie slides, pennants, and kittens, kittens everywhere. The silkworm may have built the business, but  
(Continued on page 57)

## Building Favorable Opinion a Main Function of Trade Advertising

No. 11

Some advertisers and advertising agencies have learned that consumer advertising can, but need not, stimulate trade resistance.

In textile, apparel and related lines, distributed through retail outlets, merchandise branded and advertised to the public often finds a rough road unless trade markets are informed and educated as to its merits and the fairness of the policy under which it is sold.

The logical means of influencing trade opinion favorably is to tell the facts sincerely in those mediums read by the men and women who make trade markets.

And those mediums are most effective which have keen "reader-attention" and solidly founded "reader-confidence." If such mediums also have largest trade circulation, they present opportunity unsurpassed for advertising agents to make smooth the path of distribution for their clients' merchandise.

Note the significant facts below—

**FAIRCHILD PUBLICATIONS** include: (1) two daily business newspapers—**WOMEN'S WEAR**, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and **DAILY NEWS RECORD**, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—**MEN'S WEAR** and **CHICAGO APPAREL GAZETTE**—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the **FAIRCHILD BLUE BOOKS**—with a combined annual distribution exceeding 185,000 copies; (4) **FAIRCHILD'S BULLETIN**—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris; Washington, D. C.; Chicago; Philadelphia; Boston; Rochester. Staff correspondents or other news correspondents everywhere.

**McGraw-Hill Industrial Letter**  
**Have You Ever Talked Advertising to a Manufacturer of Grinding Machinery?**  
 Extensive Use of Grinding Equipment, Lack of Grinding Methods, and Ample Opportunity for Export Advertising to Remarkable Opportunity for Export Advertising.

**McGraw-Hill Industrial Letter**  
**Zinc, As Well As Copper, Needs More Advertising to Expand Its Markets**  
 Zinc Industry Before Attempting to Go to the World's Markets.

**McGraw-Hill Industrial Letter**  
**More Facts About the Sulphur Industry**  
 Continued Prosperity of the Sulphur Industry and the Continued Use of Sulphur in the Sulphur Industry.

**McGraw-Hill Industrial Letter**  
**One Agency May Serve Several Electric Railways**  
 Non-Competing, With Similar Manufacturing Problems, A Group of Agencies Would Jointly Specialize.

**McGraw-Hill Industrial Letter**  
**New Diesel-Engine Accounts in Prospect**  
 Present Manufacturing New Building Designs—Several Others Completing Patterns—Industry Developing Rapidly Since Invention of Diesel Engine.

**McGraw-Hill Industrial Letter**  
**Have You Tried to Get a Radio Account?**  
 Another and Commercial Markets Expanding Rapidly—More Distribution Outside Need—Training of Salesmen in Important Problem—Present Competition and Engineering Contractors Using Radio.

**McGraw-Hill Industrial Letter**  
**Electrification of Southern Industries**  
 Survey of Industrial Plants in Southern States Shows Growth of Electric Service, Sources of Energy, Kinds of Machinery, and Types of Drive and Other Data on the New Primary Industries.

**McGraw-Hill Industrial Letter**  
**An Advertising Service for Conventions**  
 Commission Programs and Publicity Offer Best Opportunity for Agency Service—Important Phase of an Industry's Educational Work May Fall Short for Lack of Expert Advice.

**McGraw-Hill Industrial Letter**  
**The Following Data is a Summary of the Results of the Survey of the Southern Industries**  
 The following data is a summary of the results of the survey of the Southern Industries, showing the growth of electric service, sources of energy, kinds of machinery, and types of drive and other data on the new primary industries.

**McGraw-Hill Industrial Letter**  
**The Following Data is a Summary of the Results of the Survey of the Southern Industries**  
 The following data is a summary of the results of the survey of the Southern Industries, showing the growth of electric service, sources of energy, kinds of machinery, and types of drive and other data on the new primary industries.

## To help agencies get, and hold,

As a special service to advertising agencies, we issue an 8-page, semi-monthly bulletin consisting mainly of extracts from the eleven McGraw-Hill publications, interpreted from the viewpoint of the agency executive and account manager.

This service is based upon the fact that McGraw-Hill papers, being edited for engineers and industrial executives, are not easily read by non-technical men. Yet they contain many ideas, facts and figures

### Address Promotion Department, McGRAW-HILL

Power Engineering & Mining Journal    American Machinist    Coal Age    Electric Railway Journal  
 Engineering & Mining Journal    Chemical and Metallurgical Engineering





You think your advertising is already reaching the red-blooded men we've been talking about.

Maybe so; maybe not. Maybe you're just half way reaching them.

Do you realize that these men read the outdoor publications with the attention and interest a magazine rarely gets?

Yes, they read them carefully from cover to cover, the advertisements as well as the editorial contents. And they read them *all the year 'round*.

If you want to reach these men—100 per cent men per dollar spent in advertising—advertise in the outdoor publications. Make your advertisement appeal to them—*not as hunters and anglers*—but as successful business men who have plenty of wants and the money to gratify them.

FIELD  
AND  
STREAM

New York

OUTDOOR  
RECREATION

Chicago



the kitten helps to keep it going. When a concern is able to pick out something for an advertising trade-mark that is intimately associated with the home life of millions of people, they have put something to work that grows overnight. Some lesson here for other advertisers.

Is it the kitten that makes Corticelli advertising appeal so to women? Remembering that dining car conversation again, I asked Mr. Sheffield why he stuck so persistently to one human model in his dress silk advertisements. He said "Because she pulls."

#### ADVERTISING INNOVATIONS ACCEPTED CAUTIOUSLY

Herein is an advertising principle too frequently ignored in the search for novelty. The Corticelli company has stuck pretty faithfully to one model in its dress silk advertising for many years, not because she is the most beautiful model, or because she has become a habit, but because she has a natural affinity for the proposition. She seems to be able to display with rare grace the full beauty of any costume she wears. In the search for suitable models, and the company is always looking for the best it can get, it discovers a particular model has a faculty for wearing clothes supremely well.

Therefore, I would say that one of the big reasons why Corticelli advertising appeals so strongly to women is that the company has found a model who seems wedded by natural gifts to the product. She is graceful, she is youthful, she is sylph-like, she does not smile. What more, O ye who sit in high places, can one ask for in a model?

Add one more very important fact to all the rest, however. The Corticelli company does not merely show the product, but what can be done with it. It shows women new uses. It helps those who are unable or unwilling to design new things for themselves. It works out a combination of Irene Castle and Lucile who together work the age-old charm on the feminine mind

—something new, exclusive, from Paris, beautiful, get one and look like this.

Then to all this, add the reputation of the company; the quality of the product; a long advertising record; a well-developed sales organization; and somehow the mystery of the appeal to women should be cleared up.

Two striking features of the 1921 advertising campaign should also be mentioned. One is the very effective sales manual or portfolio, which the company got out for the use of its sales force and the way in which it merchandised the manual to the men who used it. The book is twelve by eighteen inches in size, has thirty-two pages, with heavy cover, upon which is mounted a reproduction in color of Ben Austrian's painting of the Corticelli kitten. The title of the book is simply "Corticelli Sales Work—Confidential." Note that "Confidential."

Pasted on the inside cover are the words, "This book is the property of the Corticelli Silk Mills, Florence, Mass." and the following:

"The information contained in this book gives a close insight into the advertising and sales plans of this company and methods of co-operating closely with dealers; therefore the contents of the book are held strictly confidential for salesmen and dealers of the Corticelli Silk Mills. The book is to be received for and is subject to recall at any time. It is lent to the representative whose name appears below."

Beneath this the name and address of the salesman is filled in. Each book is numbered. Not a bad idea for impressing the importance of the portfolio upon the mind of the man to whom it is sent?

The book is a complete summary of the whole campaign—reprints of every advertisement and samples of all literature and dealer helps—most understandingly arranged. The document is an imposing one and presents the entire advertising activities of the company.

The other feature referred to is



a series of counter display cards worked out in an unusual and attractive way. Each card is in the form of an easel. The face bears what looks like a large photographic print, colored, and tipped into position. These prints present the current year's Irene Castle poses and designs. The prints are made by process and hand colored.

On its reverse side, the easel is printed with a message to the dealer's clerk, so that while the card stands in position on the counter, with its face side speaking to the customer, its reverse side is simultaneously addressing the clerk.

It gives first a description in detail of the gown shown in the photograph; a tabulation of how to match Corticelli dress silk with Corticelli sewing silks, a list of electros that can be furnished to local dealers for local advertising; and other information of a similar character.

Quite an important part of the company's business is the manufacture of Spun Silk in quantities for makers of hosiery, underwear, infants' wear, sweaters and like articles. An energetic campaign of circularizing is now being carried on in the interests of the department.

The Corticelli advertising policy as I have attempted to present in the present article, has worked out with peculiar advantage to the company's products and has made the name Corticelli, originally a coined word for a certain grade of fine machine silk, a class or group name for the entire family of products.

#### E. D. Reed with Daly & Company

E. D. Reed has resigned as sales and advertising manager of the domestic paint and varnish division of Scarfe & Co., Ltd., Brantford, Canada, and is now with Daly & Company, makers of "2 in 1" shoe polish.

#### Mrs. Frey with Blaker Agency

Mrs. Grace Conklin Frey, who has been in the advertising department of the Arrow Chemical Co., New York, is now connected with the Blaker Advertising Agency, also of New York.

### William Maxwell Speaks on Salesmanship

An address on the fundamentals of salesmanship was made by William Maxwell, first vice-president of Thomas A. Edison, Inc., before a meeting of the Representatives Club, of New York, on October 10. His address summarized is as follows:

Salesmanship is one of the few callings in life that is not rich with traditions. It has really but one tradition—"Salesmen are born and not made." This idea, persisting as strong as ever to-day, has prevented salesmen from learning the fundamentals of their calling from other salesmen. After describing the various phases of a sale, he remarked that the salesman who has been properly grounded, does not work his closing of sale with the thought of obtaining a straight "yes," but rather that he so guides the closing that it becomes impossible or embarrassing for the prospect to say "no."

In dealing particularly with salesmen of advertising as an illustration of a need for more fundamental training, he declared that from his experience as a buyer of advertising he could say that such salesmen present too much evidence for their proposition. The superabundance of argument bewilders the prospective advertiser.

He referred to the indorsement given advertising by the Committee on Emergency Measures by Manufacturers of the National Conference on Unemployment, appointed by President Harding. This semi-official indorsement of advertising as a service, he declared, will be instantly grasped by the salesman who understands the fundamentals of his calling, as a means of showing the non-advertiser, in a new way, the reason why he should advertise.

### Wm. G. Palmer in Agency Work

William G. Palmer has been appointed general manager of the New York office of the W. S. Hill Company, Pittsburgh advertising agency. He has been for a number of years treasurer and general manager of A. R. Rodway, Inc., New York food brokerage house, and was formerly New York manager of the Charles W. Hoyt Advertising Agency and with the Butterick Publishing Company.

### L. R. Greene Heads Affiliation

At the convention of the Advertising Affiliation, held in Hamilton, Canada, L. R. Greene, of Hamilton, was elected president; De Forest Porter, Buffalo, first vice-president, and Carl Ashbacher, Toledo, second vice-president.

It was voted to combine the offices of secretary and treasurer and to recommend to the new board of directors that a nominal salary be paid in view of the increased duties. Arthur P. Kelly, of Rochester, was elected to this position.

## ALONG FIFTH AVENUE

*With the GADABOUT*



UNDER this title, every month Harper's Bazar publishes a review of everything new shown by the best shops—intimate gossip of Society—sketches and descriptions of what smart women are actually wearing at such places as the Ritz.

IN the pages of Harper's Bazar the smart woman finds a reflection of her own smart world of Society. And, of course—*always*—such authoritative Fashions that she uses the Bazar as a shopping guide.

To the manufacturer, Harper's Bazar offers a means of interesting many women in his product, by first interesting those women of wealth and social position who influence the choice of others.



# Harper's Bazar

## Trucking Company Advertises Its Service

WHEN the Ship-by-truck idea became a reality the pioneers in the movement found that one of the dangers that beset railroads in their early days—holdups—were in store for them. Gunmen have found the motor truck an easier victim than the old-time railroad train. For several years on the motor truck route from New York to Phila-

delphia important shipments of silks and other valuables have been stolen from trucks at the point of a revolver.

### STOPPING THE GUNMEN

There's only one way to stop the gunmen who try to stop your shipments from safe delivery to New York. That is the "Certified Truck" way.

**Ship Your Merchandise by the  
Certified Way**

**Philadelphia-New York, Limited**  
(Incorporated)  
Alfred G. Marx, President

<b>PHILADELPHIA</b> Frost and Richmond Sts. Tel. Kensington 5336-0321	<b>NEW YORK CITY</b> 181-S Furry St. Tel. Walltown 7347
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EYE-ARRESTING COPY FOR INTERURBAN  
TRUCKING COMPANY

delphia important shipments of silks and other valuables have been stolen from trucks at the point of a revolver.

More than a year ago four different trucking companies sought to overcome the financial loss that resulted from this condition by insuring each parcel that was shipped in their trucks. But a system of insurance did not prove of sufficient value as a warrant that the goods in transit would be delivered. The persons ordering goods shipped by this route desired merchandise and not cash.

These four trucking companies came together to discuss their problems, decided to form one organization, and take upon themselves the matter of seeing that merchandise shipped on their

trucks reached the consignee. The companies incorporated under the name of Philadelphia-New York Limited, Inc., using "limited" in the American colloquial sense. The trucks of the new company were painted in uniform fashion and each truck had its armed guard in uniform, giving immediate, tangible protection.

The plan was in need of advertising and the new company recognized this need. Almost immediately after it was put in operation a newspaper advertising campaign was started in New York, Philadelphia and cities en-route. In its copy the company gives its idea plainly by dubbing its trucks "certified trucks" and by use of a slogan which reads: "Ship Your Merchandise by the Certified Way."

This advertising marks the first attempts to impress upon the public consciousness the name of an interurban trucking company, its route and service.

## Western Electric Advances Herbert Metz

Herbert Metz, for the last two years in charge of farm electric light plant advertising with the Western Electric Company, has been appointed its power and light sales manager, with headquarters at the company's general offices at New York. Mr. Metz joined the Western Electric Company in 1914.

## Sullivan Leaves Thomas Maddock's Sons Co.

J. T. Sullivan, advertising manager of the Thomas Maddock's Sons Co., pottery manufacturer, of Trenton, N. J., has resigned to become sales manager of the Hibbert Printing Co., of Trenton. Mr. Sullivan has been with the Maddock company for six years.

## T. L. Lenehan with Chicago "Herald and Examiner"

Thomas L. Lenehan, formerly manager of the local display department of the Chicago *Evening American*, has assumed a similar position with the Chicago *Herald and Examiner*.

## L. W. Penniman with Racine Agency

L. W. Penniman, who for two years has been connected with Critchfield & Company, Chicago, has joined Smith, McCrory & Company, advertising agency of Racine, Wis.

## Country Circulation Enormous in Proportion to Population

The circulation of the home daily of the small Michigan city is enormous in proportion to population. One of the eighteen newspapers that comprise the Michigan League of Home Dailies has a greater delivered circulation in its town than there are houses. Another, in a city of 5,440 population, delivers 1,330 papers every evening.

How many big city papers can claim a circulation of one for every four inhabitants of its trade territory?

How many big city papers can boast that eight out of every ten readers own their own homes?

How many big city papers can prove that the aggregate savings of its readers is \$300 apiece?

The newspapers of the eighteen small cities of Michigan are little giants. Each is published in the evening. Each is exclusive in its field. That field is the richest in the United States—a statement that can be proved, that is being proved in this series of advertisements. These newspapers seek the patronage of the national advertiser. For that purpose they are banded together in

## The Michigan League of Home Dailies

Albion Evening Recorder  
Big Rapids Pioneer  
Cadillac Evening News  
Cheboygan Daily Tribune  
Coldwater Daily Reporter  
Dowagiac Daily News  
Ionia Sentinel Standard  
Manistee News Advocate  
Marshall Evening Chronicle

Monroe Evening News  
Niles Daily Star Sun  
Petroskey Evening News  
St. Joseph Herald-Press  
South Haven Tribune  
Sturgis Daily Journal  
Three Rivers Commercial  
Traverse City Record Eagle  
Ypsilanti Press

### H. EDMUND SCHEERER

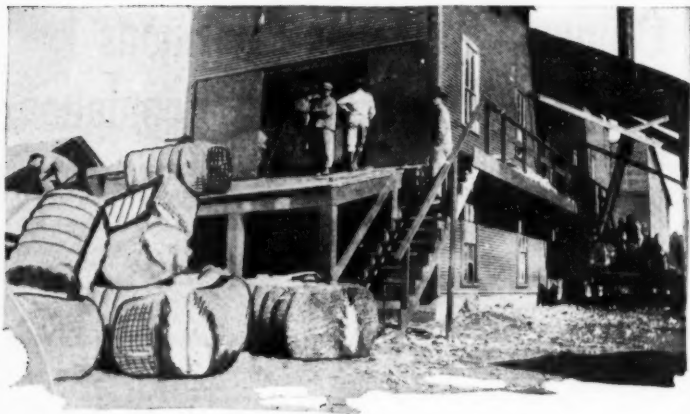
*National Advertising Representative*

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street

- - - - R. R. MULLICAN

**MICHIGAN FACTS**—Except Georgia, Michigan is the biggest state east of the Mississippi—The Monroe Evening News, judged by volume of ads, is the best small city classified medium in Michigan.



## Cotton—scorned in July; a Godsend in October

*Farmers Become Optimists as Crop Produced  
to Sell at Cost Suddenly Doubles in Value*

TWO months have wrought immeasurable improvement in the South. In July, with cotton selling at eleven cents, farmers looked with scorn upon fields of growing cotton that gave promise of bringing nothing more than production cost. But now, at harvest time, the crop they scorned becomes a Godsend, a lifesaver. Cotton is worth twenty to twenty-two cents.

Consider the full import of what has happened. Cotton was planted hesitatingly in anticipation of a low price. Without money to pay field labor, the farmer produced his cotton at the lowest cost in years.

Then, while this crop was still growing, up,—up—went the market.

Result: A crop smaller than normal produced at minimum cost, selling for two times as much as had been expected, releasing in the South a flood of money almost equal to the returns from a normal crop.

The value of the crop has doubled in two months. That is important for it means that farmers have practically twice as much money to spend. The increase is practically all "velvet."

But of still greater importance is the widespread change in the farmer's buying attitude. Almost in a twinkling he has been changed from a pessimist to an optimist. He sees daylight ahead and he is driving for it. He is again ready to buy.

Oklahoma's cotton crop will bring better than forty millions of dollars.

*Farmers are getting a full five cents a pound more this year out of the selling price through the Oklahoma Cotton Growers Association. They are not rolling in wealth but able to buy the things they need and want. Now is the time to sell them through their favorite farm paper.*

## **THE OKLAHOMA FARMER-STOCKMAN**

CARL WILLIAMS, *Editor*

EDGAR T. BELL, *Adv. Mgr.*, Oklahoma City

**CIRCULATION 122,519, A. B. C.**

June 30, 1921, Audit

National Representatives:

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York Chicago Atlanta Kansas City San Francisco

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## The Greatest Mail Order Medium In Canada

**F**OR Fall mail order campaigns leading up to Christmas shopping and the big winter trade, the Family Herald and Weekly Star is placed at the top of the list by nine out of every ten successful advertisers.

Under severe tests, extending over a number of years, this popular journal made and held consistent records for producing "the greatest volume of returns at the lowest cost per order or inquiry."

Having subscribers in the best one out of every five farm homes in every province from the Atlantic to the Pacific, the Family Herald and Weekly Star reaches out and touches the other four homes in each community, influencing a buying market of vastly greater proportions than its circulation of 150,000 would indicate.

The circulation of the Family Herald and Weekly Star is exceedingly flexible and adaptable for purposes of advertising. Three distinct propositions are offered:

1. The combined circulation of all editions, covering every province, county and township in Canada at 50 cents per line.

2. The WESTERN Family Herald and Weekly Star covering the Prairie Provinces and British Columbia, at 30 cents per line.

3. The EASTERN Family Herald and Weekly Star covering Ontario, Quebec, Maritime Provinces and Newfoundland, at 30 cents per line.

## Family Herald and Weekly Star.

*Canada's National Farm Journal*

**Montreal**

Established 1870

**Canada**

### BRANCH OFFICES:

*New York City, U. S. A.:*  
DAN A. CARROLL, Representative,  
150 Nassau Street.

*Chicago, Ill., U. S. A.:*  
J. E. LUTZ, Esq., Representative,  
First National Bank Building.

*Toronto, Ont., Can.:*  
M. W. MCGILLIVRAY, Representative,  
182 Bay Street.

*London, England:*  
M. A. JAMIESON, Representative,  
17 Cockspur Street, S. W. 1.

# Contrasts That Sparkle Up Illustrations

Why Some Plates Seem to Print Better Than Others—Techniques That Lend a Hand in This Respect

By W. Livingston Larned

WHEN advertising illustrations prove disappointing in their final appearance, the tendency is to "blame it on the plate." Indeed, this has gone so far that engravers are very careful to hold in their possession a set of proofs to be kept on file, as the basis of a comeback during arguments.

It is true, of course, that if the plate is poor, the reproduction will be likewise. Many things can happen to an engraving. In line plates, if a rush order is put through, the mechanics of production are apt to result in unsatisfactory etching. It may be "several bites shy," which, in the language of the engraving shop, means that the plate is not etched so deeply as is really necessary. Or, again, the man at the routing machine might miss areas that should be cut away. The making of a half-tone plate is an unusually exacting and intricate process. No half-tone ever should be rushed.

However, as a rule, the dim, gray, uncertain and rather lifeless reproduction can be traced back to an original illustration that lacked essential contrast.

The importance of these contrasts is not generally understood. Artists have their own ways of handling a design, their own special techniques. It may transpire that vivid contrast, as an aid to final reproduction, is not a part of the original at all, in which case nothing that the engraver can do will ever overcome the printed result.

The power of contrast is never to be under-estimated. The mere presence of a great volume of solid black in an illustration is not a guarantee of the sparkling printability. Too much of this is frequently worse than not enough. It is by no means certain that

large areas of black will take the ink perfectly under all conditions. But a smaller black area, opposed to whites of light tones in the compositions, is far more apt to look as if full strength of the ink had been secured.

## TIPS FOR THE ADVERTISER

Here are a few known facts connected with studio production:

Handled judiciously, a sepia wash drawing has a tendency to reproduce with sharper contrasts and more full tones. This is due to the fact that shades of red or brown are camera affinities. But woe to the artist who does not have a complete mastery of the pitfalls as well as the virtues. Sepia will reproduce, as a rule, much darker than it appears on the original. If, for example, a very warm tone is washed over a face, the reproduction might show skin tones of an Indian—entirely too dark.

The new idea in wash drawing, tempera originals, dealing in poster blacks, several cool shades of gray and pure white are almost fool-proof in the matter of reproduction. The artist is more apt to find his original duplicated faithfully in every detail. There is a scientific reason for this that brings in our old friend Contrast. Where the "straight wash drawing" is made up of an entire range of tones, the tempera poster illustration narrows these values down to a half dozen, and often less. Therefore, there must be more vivid contrasts.

From the very first illustration of a long and successful series, the campaign for Ascher's Knit Goods has been conspicuously brilliant in reproductive virtues. The paintings always sparkle with life, with animation. They possess a printing quality that often out-



shines all surrounding pictorial opposition.

Children are shown in picturesque costumes—little "Teddy Bear" suits of white wool.

The artist provides contrast by polished ebony backgrounds, softening into dark tones of gray; and these, in turn, are relieved by a few additional medium shades elsewhere in the composition. The full-shade faces, wonderfully modeled, are set off by the surrounding white wool of cap and suit.

This series is a model of its kind and illustrates the tricks and art mannerisms of the entire school. There is a certain indefinable quality of strength that immediately gives one the impression that the plate is a better plate, and the printing better printing, although no favoritism is shown in either direction. It's all in the original.

Distemper drawings must be watched in a reverse way from sepia originals; mixing white with pigment means that tones often "reproduce lighter," and their values are sometimes uncertain. The artist learns to gauge these effects.

Sacrifice naturalism to provide for necessary value contrasts. The reproduction that glitters and scintillates is always the one playing tone against tone, light against dark, white against black.

Only the artist who has studied this subject understands how a guarded area of "pure white" will add to a composition, as opposed to many whites scattered here

and there and everywhere, promiscuously. The quality of restraint is an invaluable one in advertising design as applied to tone values. Overdoing it blemishes many an otherwise perfect original.

The artist should most certainly avoid using odd, unusual drawing papers or cardboards. It is a great temptation to make designs on various shades of light gray stock. This means a foundation tone, over-all, on which whites can be painted and solid blacks seem to "sing." If not handled in the most shrewd manner, the engraver has his troubles with them. In great reductions they are particularly treacherous.

A certain campaign of a dozen half-tone illustrations was made on what seemed to the artists an acceptable and attractive gray stock. When finished they were most attractive. There was unhappiness in the advertising camp, however when proofs came in, four and a half times smaller than the originals. That

tinted stock was tinged, almost indistinguishably, with a delicate reddish tone. And the camera "saw red." Faces and hands of characters in the scenes were almost black. The compositions were blurred, uncertain, unsatisfactory from a reproduction standpoint, and it was necessary to work over the originals in tempera and new plates made before they could be used at all.

This is in no sense an edict



### ASCHER'S KNIT GOODS 100% PURE WOOL

To be absolutely certain that the knitted garments you buy are made of all wool, look for "100% Pure Wool" woven into the "Label of the Lamb." Sweaters for the Infant, the Junior or the Miss that bear the "Label of the Lamb" are made of 100% Pure Wool. They assure lasting style, health protection and economy.

Write Department D for complete illustrated catalog and name of nearest dealer.

HARROW ASCHER & CO., Inc.  
316 Fifth Avenue, New York  
Established 1899



Look for the "Label of the Lamb" on all pure garments of quality and worth.

THIS ILLUSTRATION SPARKLES  
BECAUSE OF ITS CONTRASTS



## A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children

*By Marianno Wheeler*

Home Building and Decorating

*By Minnie Francis*

Fashions and Dressmaking

*By Martha Esans Hale*

Knitting and Crocheting

*By Margaret Kingsland*

Cookery Problems

*By Mary M. Neil*

Food

*By Dr. C. Houston Goudts*

Entertainments

*By Esther White*

Little Gardens

*By Lewis E. Thiess*

Wild Life and Bird Protection

*By Thornton W. Burgess*

Household Discoveries

*By L. Ray Balderston*

The People's Home Journal  
NEW YORK

*For 36 Years the Magazine for Every Member of the Family*

against the use of gray stocks, but it is a warning for those who have but superficial knowledge of how engravings are made and the technique of the darkroom and the transferred negative.

Do you understand the term "burnishing"? Do you know that, once a half-tone is made, if there are weak and unsatisfactory tones, they can be deepened, strengthened, on the plate? Burnishing means the rubbing over of certain half-tone areas with a special instrument, which closes up the tiny pattern of the screen, gradually turning a light tone darker and a dark tone to solid black, if desired.

The pen-and-ink illustration that has the sparkling quality is one of sudden, brisk contrasts, as with wash drawings. It is the knowledge of expedient placing of black against white, of gray against either of these two; of rugged contrasts, always.

### Outdoor Advertising Association Holds Convention

THE Outdoor Advertising Association held its twelfth annual convention at Atlantic City last week. The attendance of many members of the sales staffs of the various member companies characterized the meeting as a young men's convention.

The usual annual programme was reversed, the serious subject of business being considered first, and entertainment taking last place. Two sessions on sales and services were held on the first day. The first session was under the direction of Leonard Dreyfuss, president of the United Advertising Corporation; the second session was under the chairmanship of Harry Macdonald, general manager of Walker & Co.

At these sessions, addresses were made by Gordon McK. Edwards, sales manager, Walker & Co.; H. C. Daych, sales manager, United Advertising Corporation; Irving Bromley, vice-president, The O. J. Gude Co.; H. R.

McClintock, The McClintock Co.; R. Edwards, general manager, Foster & Kleiser Co., and Milburn Hobson, secretary of the United Advertising Corporation, and president of the Poster Advertising Association.

An exhibition of over 700 paintings used for outdoor advertising covered the four walls of the convention hall. Three prizes for the best pictures were awarded in the following order to three companies: Foster & Kleiser Co., Walker & Co., and United Advertising Corporation.

Harry Macdonald, of Walker & Co., was elected president of the association. The other officers are: H. R. McClintock, head of the McClintock Co., vice-president; Samuel Pratt, chairman of the board of directors of the United Advertising Corporation, treasurer.

It was voted that a paid secretary be appointed by the president and the board of directors.

The members of the board of directors, in addition to the new officers, elected at this meeting are: George Chennell, Columbus, O.; E. C. Donnelly, Boston; W. W. Workman, Richmond, Va.; Leonard Dreyfuss, New York; J. B. Goebel, Peoria, Ill.; John Baird, Little Rock, Ark.; George Kleiser, San Francisco, and Harry C. Walker, Detroit.

### Robert E. Ramsay Joins James F. Newcomb & Co.

Robert E. Ramsay has resigned as director of sales promotion, publicity and advertising of the American Writing Paper Company, Holyoke, Mass., to become vice-president of James F. Newcomb & Co., New York, producers of direct-by-mail advertising and general printing.

Mr. Ramsay will give his entire time for the month of October to the promotion of the Direct Mail Advertising Association convention and exposition to be held in Springfield, Mass., Oct. 25 to 27.

### Joins Charles H. Fuller Company

Herbert R. Hyman, for seven years advertising manager of the Cole Motor Car Company, Indianapolis, has become associated with the Charles H. Fuller Company, Chicago advertising agency.

*Proving Plain Dealer Supremacy—No. 1*  
watch Printers' Ink of Oct. 27 for No. 2

## "Selling It South" to Northern Ohio

Early in 1921, the Southern Newspaper Publishers' Association decided to put on an intensive campaign selling Northern manufacturers the idea of marketing their products below the Mason-Dixon line.

"Sell It South"—a pointed message—to be put over *quickly*, effectively.

A thorough analysis revealed the value of Northern Ohio, with its diversified industries, as a vast, rich territory.

It is significant that the S. N. P. A. chose *The Plain Dealer* *exclusively* to tell their story to Northern Ohio.

The merchant with a worth-while product can sell it to Northern Ohio's thrifty, prosperous people. He can get *thorough* coverage, at *one* cost, *solely* through

## The Plain Dealer

First Newspaper of Cleveland and Ohio

JOHN B. WOODWARD

810 Times Building  
New York

811 Security Building  
Chicago

*Last Six Months' Average—Daily, 182,549; Sunday, 215,703*

## The Oil Industry has

**I**N the first six months of 1921 on its four major products—gasoline, kerosene, fuel and gas oil and lubricating oil—representing about 85% of its products, it sold 150,000,000 gallons more gasoline in those six months than in the same record-breaking months for 1920.

It also sold 200,000,000 gallons more gas and fuel oil.

It is still producing a million barrels a month more crude oil than last year.

The Oil Industry is storing a great deal of stuff—but that storage means thousands of tanks, pumps, valves, pipe, etc. It is marketing more,—which means thousands more trucks, tanks, buildings, barrels and scores of other items.

Some refineries are shut down—because they didn't have the money, good management, location or right equipment.

But other refineries are enlarging and improving.

The oil industry as a whole is going ahead—selling a better article at a lower price and is making money. There never has been a year in its sixty years of history that properly managed oil companies of all kinds haven't made a profit on their operations.



# NATIONAL PETROLEUM NEWS

NATIONAL PETROLEUM NEWS

812 Huron Road, Cleveland, Ohio

Members A. B. C. and A. B. P.

## increased its output 14%

The larger oil interests have lead the business world in *good management*. Necessarily that has kept the whole oil industry up to a high standard of good management.

And that *good management* has brought the industry as a whole thru all the depressions and storms of the past sixty years.

And in the present depression the oil industry is breaking all its previous records of advancement made in trying times.

### SPECIAL BULLETIN

*All Crude oils East of Rockies have advanced 50 to 75% in past week.*

*Pennsylvania Crude from \$2.25 to \$3.00. Oklahoma from \$1.00 to \$1.75. All other grades of Crudes advanced accordingly. This is the biggest and swiftest advance in the history of the oil industry. It was a far more rapid recovery than the industry expected.*

Possibly you have or can make an article that this truly remarkable industry will buy.

Ask us—write or phone any office.



## NATIONAL PETROLEUM NEWS

### District Offices:

TULSA, OKLA.  
408 Cosden Bldg.

CHICAGO  
432 Conway Bldg.

NEW YORK  
50 E. 42nd Street

HOUSTON, TEXAS, 303 Lumbermans Bank Bldg.

"Louisiana's Fastest Growing Newspaper"

## *A Jeweler On Our Main Street*

—except on "special occasions" has not advertised for a year and a half, "Conditions are not right," he would say, "the great mass of people haven't the money to gratify their desires for luxury; and, in the main, I consider jewelry as such."

This same jeweler, just the other day, took out a contract with us for 50,000 lines of display to be used within twelve months. Evidently, conditions are right again!

### *Hard Times Talk Is Over*

Shreveport and the Shreveport trade territory are prosperous. Cotton is selling at the highest prices in two years. Oil is much improved. Lumber is in the ascendant. Every oil refinery here is operating to capacity. A local brick yard's output is sold through January. Bank clearings the last week in September topped the same week of the previous year by a quarter million. There is scarcely any unemployment.

### *Here Is Immediate Business*

Shreveport has scores of needs to fill. Her people have the money to fill them now. The jeweler realized that everything was in favor of the success of his advertising this season. His judgment can be safely followed!

## **The Shreveport Times**

Published Every Morning in the Year

ROBT. EWING, Pub.

JOHN D. EWING, Asso. Pub. in Charge.

JOHN M. BRANHAM CO., Representatives in South and West.

S. C. BECKWITH SPECIAL AGENCY, Representatives in East.

# How One House Quadruples and Another Doubles Sales

A Little Real Insight and Push Overcomes Selling Difficulties and Replaces Depression with Good Business

By Edward T. Tandy

**I**NSTANCES continue to multiply showing that the use of a little uncommon sense and energy helps, at any rate in many cases, to make a manufacturer immune from the complaint of "nothing doing." Here are two good illustrations.

The Northwestern Steel & Iron Works, of Eau Claire, Wis., turned out an attractive aluminum steam pressure cooker for everyday use in the home. It sold freely in the Middle West but went slowly in the East, though fine distribution was obtained through the wholesale distributors.

So far as could be seen, there was no reason—except general depression—for the new cooker not moving in the East at the pace that had been expected. It was a vast improvement on the old steam pressure boiler, used for years past in canning. It was a method of preparing meals which did the job better and at great saving of time and fuel.

It was advertised in women's magazines. It was strongly recommended by the Home Bureau of the Department of Agriculture and domestic institutes of magazines and newspapers. It could be seen in almost any hardware or housefurnishing department. Still, the number of sales was anything but satisfactory.

Now suppose that the manufacturers had taken it for granted that the cause of the slowness of sales was nothing else than depression of trade. What would have been the result? First, they would have felt that their experience was an undeniable confirmation of the existence and depth of the depression. Next, the sales of the cooker would in all probability have become still slower.

But the Northwestern Steel & Iron Works refused to accept de-

pression in trade as the reason. W. H. Kestin, vice-president and sales manager of the company, had been struck by a curious fact which backed up that refusal. That fact was the large number of inquiries by mail brought in by the advertising and the resulting sales made by mail.

While the advertising of the cooker did not seek mail orders, it was found that the number of sales produced in this way, and, where possible, sent to local dealers to fill, bore an altogether disproportionate ratio to the average number of sales made by the dealers themselves. The obvious conclusion from this indirect outcome of the advertising was that the cooker would sell all right, but apparently was not being sold.

## SALES SUFFERED FROM INADEQUATE SELLING

The manufacturers went out into the retail field to discover why their product was not selling, and, if possible, find the remedy. The explanation was soon found not to be depression in trade. The simple truth of the matter was that sales were being killed through lack of proper understanding on the part of the selling force in the big department stores.

It was found that the sales clerks had not been instructed—had not even had the details of the cooker explained to them. Consequently, it was, of course, impossible for them to give a satisfactory explanation to prospective purchasers—even if they had conscientiously wanted to do so. But in most cases, the clerks were city-bred women or girls, inexperienced in steam pressure cookers—and they did not like the look of the thing.

Frankly, the cooker scared them. They thought it something only



for a man to handle. It appeared to them altogether too mechanical—by which they meant, dangerous—for a woman to have anything to do with. Many of them could not avoid, and some did not try to avoid, conveying that impression to would-be purchasers and frightening them off buying.

Nor was that sort of ignorance possessed only by the girl clerks. The head of the housefurnishing department of a big store, a man who had placed several sets of the National Pressure Cooker in his stock, gave to the writer the following amazing explanation. It was his view of the simplicity of cooking by steam pressure.

"Why, look!" he said, "suppose, say, a woman wants to cook a chicken. Ordinarily that takes an hour and a half; or more, according to the age of the chicken. But this cooker does it in thirty minutes—a chart of cooking time is supplied. All she has to do, then, is to set her clock by screwing this down to thirty, and then, when this little fellow whistles, the chicken is done, and done to a turn!"

To appreciate that "explanation," it is but necessary to understand that the "clock" referred to was the steam pressure gauge, that "this" which was to be screwed down was the safety valve, and "this little fellow," which was said to do the whistling, was the pet-cock used for blowing off the steam when the cooking is done!

But for the inherent, fool-proof, safety of the cooker, this explanation would surely be a pretty efficient method of providing a woman not with a dinner, but with a pair of big white wings and a golden harp. But fortunately the cooker will not work that way. It is tested to thirty-five pounds pressure to the square inch, and the safety valve is set to whistle and let off steam at twenty pounds. The cooking is done usually at about fifteen pounds pressure.

The explanation given by this buyer could hardly have been more foolish, and such advice is saved from being dangerous only because it could not be carried

out. But fancy the sort of selling effect it would have on an up-to-date woman, well accustomed to power gauges, or on one who took her husband with her to assist in the buying!

When the writer remarked, "But that isn't a clock, it's a steam gauge; and this is a safety valve!" the buyer replied, "Well, maybe you are right about that—wait a moment, I have a sales girl who knows all about it."

This was a curious confirmation of what the manufacturers had found was the reason for the depression in the sale of their new cooker. It was the more interesting because it followed the application of the remedy. But it was also a proof that the cure was the right one and was working well.

As soon as the Northwestern Steel & Iron Works spotted the source of the trouble they sent out demonstrators and gave actual demonstrations of the cooker in the store. The first purpose of these experts was to teach the sales clerks. To do that they also taught possible purchasers.

They prepared and cooked meals and invited their visitors to taste. Some of the women actually waited and watched for forty minutes—seeing an aged bird turned into the equal of a six-months old chicken. Meanwhile the experts kept their eyes on the clerks, and those who displayed the most intelligent interest were chosen and further instructed as the cooker saleswomen.

To attract purchasers and cover the expense of the demonstrations by selling a large number of cookers in a brief time, a slight reduction in price was made—the dishes and lifters were given free. The period of the demonstrations, which were made throughout the East, was ten weeks. The actual cost was practically covered by the business done.

But the real result proved to be this: The sales of the cookers were increased fourfold. Sufficient time has now passed to show that this increase was not a temporary spurt. Teaching the retail end how to sell the product and making them enthusiastic in its use,

# What Automobile Advertisers Do In Detroit—

**M**OTOR car owners prefer The Free Press as a newspaper—motor car advertisers know this and prefer it as a medium through which to efficiently SELL.

**During September, 1921, The Free Press led its nearest competitor in the volume of automobile and accessory advertising carried by 8624 lines.**

This preference on the part of automotive advertisers extended over both the daily and Sunday issues.

To reach the real buying power of Detroit, there is no other newspaper through which you can do it, except the Free Press.

## The Detroit Free Press

*"Advertised By Its Achievements"*

Foreign Representatives  
VERREE & CONKLIN, Inc.

New York

Chicago

Detroit

Portland, Ore.

instead of ignorant and doubtful of it, put the sales of this cooker at once on their natural footing.

The other instance of increasing sales by a little sensible selling work was simpler. It is none the less an excellent example of how a small thing can make a big difference.

The Hoffman-Corr Manufacturing Company, manufacturer and importer of mill and engineers' supplies, also has a long line of rope, twine, and goods made from textiles. Many of the items are sold in hardware stores and departments. Among these are mops.

When this house found demand showing a distasteful tendency to slackening, it looked around for a leader—and then for a way to make it lead. It chose its Gem Mop Head because that is an article which has a wide field of application and therefore a large and general demand in ordinary times and the possibility of such a one even in days of depression.

Its method of operation was a quick shot to back up its trade and consumer advertising by putting action into it. First a letter was sent out to about 2,000 selected retailers of hardware, groceries, housefurnishings, wooden ware, cordage and so forth, beginning with the New York City territory as an experiment.

The letter to the retailer consisted of three short paragraphs. The first one said:

"You are interested in having merchandise in your store that has a quick turnover, that has a year-in-and-year-out sale, that is used by a large and varied line of customers, that can be sold at a popular price and give you a large margin of profit. The articles you desire are advertised, and are good repeaters because of the satisfaction to your customers."

It enclosed a list of jobbers, and with it by the same mail went an actual Gem Mop as a sample.

Five days later a letter of similar brevity and pointedness was sent to the jobbers. This began with:

"As progressive jobbers and wholesalers you appreciate the value of retailer and consumer

advertising in helping you make sales. Advertising alone, however, is not enough to give you a strong, continuous trade in any commodity. The publicity must be backed up by good, sound, tried-and-proved merchandise that can be sold at an attractive price."

It closed by suggesting that the recipient telephone and get the prices and other details.

Meanwhile Hoffman-Corr devised and had made a very effective dealer's help, which it called the "Silent Salesman." This was an attractive cut-out figure of a janitor carrying a Gem mop. Instead of cardboard, this was made of metal, 30 inches high, and in nine colors—and with a strong wire square base so that it could stand solidly on counter or in window with an actual full-sized mop on the handle over the janitor's shoulder.

Three days after the jobbers received their first letter, a folder was sent to them telling about the Gem Silent Salesman and giving an illustration in colors. Of course, they were also given price and other details of the mops. Two days after that, this folder was sent to all the retailers.

Immediately following this, salesmen called on all the jobbers and retailers. Each carried samples of the mops—and a supply of the Silent Salesman to be distributed to the dealers who stocked the mops.

Orders were readily obtained. The dealer help was recognized as a real selling help. That it was so was shown by the speed with which repeat orders followed. The outcome was, F. E. Hoffman told PRINTERS' INK, that the firm's business in mops was doubled—and the increase was reflected in other Hoffman-Corr items with outlets through the same channels.

All of which shows that sitting down and doing nothing is not the way to deal with any sort of slowing up of sales. The last thing to think of is depression. If depression is the cause of the trouble, doing nothing only makes it worse. And—it may, after all, be something else—which a little energy will quickly clear away.

# 481 New Dealers

## after three days of selling

The fore part of this week the Herald and Examiner launched a merchandising campaign for a manufacturer of a high class food product. Eleven salesmen, selected and trained by Herald and Examiner merchandising men, armed with Herald and Examiner portfolios, are calling on the trade.

Three days have passed, with this result: *481 new dealers have stocked the product.* Before the week is out this manufacturer, with 14 years of experience in this market, will have *more than doubled* the number of his dealers in Chicago.

Small wonder, then, that the Merchandising System of the Herald and Examiner is of more than passing interest to manufacturers who sell through the retail trade. Distribution *before* advertising and dealer co-operation are results definitely possible.

A request for a printed exposition of this Merchandising System involves no obligation. Write for it today.

CHICAGO  
**HERALD EXAMINER**  
AMERICA FIRST

# Covers that "Pep"



SPENCER, IND.  
**Farm Life**

# Pep-Up" the Farmer

**F**ARM LIFE'S cartoon covers carry every month a cheerful message of encouragement to Farm Life's 850,000 readers.

They are often gay and amusing, but always timely and meaningful too. They "sell" the life of the farmer to the farmer himself. Their message of hope and humor always bears on the brighter facts of the case. They encourage the farmer to make the best of circumstances.

Farm Life has always felt that the man or publication that purposely "glooms-up" the farmer—that raises the raucous calamity howl—is something like the anarchist who puts poison in the soup!

Farm Life has found a propaganda of cheer quite as popular as one of gloom and soreheadism. These cartoon covers, for instance, have been an important factor in attracting 850,000 substantial farm readers—and giving the paper the most evenly distributed national circulation of any farm paper in America.

## THE FARM LIFE PUBLISHING COMPANY

Spencer, Indiana

### THE JAMES M. RIDDLE COMPANY

*Advertising Representatives*

New York  
Chicago

Detroit  
Atlanta

St. Louis  
Kansas City

Cleveland  
San Francisco

**SPENCER, IND.**  
**FarmLife**



## Your Booklet—Her \$\$\$\$

ONE must bring the other into your store. If your booklets are to do this, they must be just as bright, colorful, interesting as you can make them.

Let your printer show you the booklets or announcements he can get out for you on Hammermill Cover. The price he can make you will be as attractive as the work.

Ask him to show you samples of Hammermill Cover, next time you have a booklet job. Or ask Hammermill Paper Co., Erie, Pa., for Demonstration Portfolio of Hammermill Cover.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*

# Dress Manufacturers Start Style Registry Bureau

Plan to Curb Model Piracy, Which Is a Serious Menace in This Industry

By Martin Hastings, Jr.

ALMOST any fine day you can see groups of men and women busily making mysterious sketches in front of the windows of B. Altman & Company, Franklin Simon & Company and other stores of like calibre along New York's principal retail thoroughfares. They are particularly active during the noon hour. These draftsmanship activities so incensed Mr. Simon that at one time, I believe, he threatened to pull his curtains during the noontide.

Who are these folks and what are they doing? In the garment trade they are known as "style pirates." They are sketching a garment the design of which recommends itself to their discriminating eye as having big sale possibilities. Of course all these artists may not be engaged in style piracy. A frugal woman, having in mind to make over an old dress, may be getting an idea or two from Gidding's windows. No harm in that.

Generally, though, it is the intention of the draftsman, whether he represent retailer, jobber or manufacturer, to have the design copied, cheapened and turned out in large quantities. Thus the new style, in which the original manufacturer may have put much creative effort, becomes commonplace and loses that exclusiveness which is so necessary in the marketing of a high class garment.

This has been a vexatious question in the garment trade for years. Various suggestions have been made as to how the evil could be curbed, but no practical plan seemed to offer itself. Recently, though, the Association of Dress Manufacturers of New York, a body composed of about 700 members, organized a style registration bureau. This bureau, as its name indicates will register the styles not only of members but

of anyone else who wishes to take advantage of the service. When a manufacturer creates a new style, he can have it registered at the association's office, by filing a sketch of it, a full description, his own name and the name of the jobber with whom it has been placed.

## PROTECTION AFFORDED

The basis for action in the case of piracy will be for breach of contract. Models delivered to jobbers after they are registered will be sold on memorandum only, and will remain the property of the creator. These conditions will be incorporated in the accompanying bill. The piracy of designs out of show windows is not the big source of style infringement. It is the models sent by manufacturers to the jobbers that are the cause of most of the trouble. These models are really samples sent out by the manufacturer to the jobber with the implied request, "How many of these do you want or can you sell?" In too many cases the jobber "lends" the model to some rival manufacturer to copy and cheapen, thus producing it at lower prices than those quoted by the creator. When the originator comes for his order, he is told that his prices are too high or that some other manufacturer already has the style. Sometimes the creator is himself accused of being a pirate. Thus all the travail that he went through to bring that style into existence goes for naught.

I have been calling these men manufacturers. In the trade they are known as "contractors." As a rule, the "manufacturer" in this field merchandises his own production. The "contractor," on the other hand, usually works for jobbers, letting them do all the selling.



"In years gone by," says Louis Rubin, executive director of the association, "it was not incumbent upon the contractor to produce styles. What was required and obtained by the manufacturers and the few jobbers who then existed, was workmanship and quick delivery. Styles invariably were supplied by the manufacturer or jobber. It was therefore comparatively easy for one to go into this business. There was little capital required and neither was there the investment nor worries of the creation and production of salable styles.

"Today, we see a marked change. Due to labor conditions, increase in the number of sub-manufacturers, the sharpest competition and the complexity of the manufacturing, the contractor has been forced to assume the many burdens of the manufacturer and he has virtually become *the* manufacturer. It is he who must create; it is he who must produce styles. This is the life blood of his business. The man who creates or produces the most salable styles, will, everything else being equal, be most successful, provided his styles are not stolen from him."

#### UNSCRUPULOUS MODEL HOUSES TO BE CURBED

The average contractor is not able to hire a professional designer. In his stead, he engages a sample-maker, who for all practical purposes becomes a designer. He and the contractor collaborate in devising several new styles. One of these may look like a winner and is submitted to the jobber for orders. Some contractors get their new styles from "model houses." These are concerns that specialize in the creation of models, which are sold to contractors. Of course the buyer is supposed to be given the exclusive rights to the particular design that he purchases. On getting possession of the new style, it also is sent to the jobbers for orders. Unfortunately though, there are a few unscrupulous model houses. They sell the same style to more than one buyer, with the result

that the so-called "exclusive" style is put on a competitive basis, and thus quickly runs out of vogue.

The association hopes to get contractors to register these styles, whether they create them, themselves, or buy them from model houses. Thus if a model specialist is selling the identical style to more than one contractor, his nefarious practice will be discovered, and steps can be taken to show him up.

Also, if a contractor receives a model from a jobber and is asked to copy it, it is his duty, under the new plan of the association, to have it registered. If the jobber objects to this, it is a suspicious circumstance. Perhaps he "borrowed" it from some other contractor and it is already registered. But even though it is not, the originator is entitled to the business. Thus by checking every model registered with it, the association hopes to protect the creators and to wipe out the mass of unfairness that has crept into the industry.

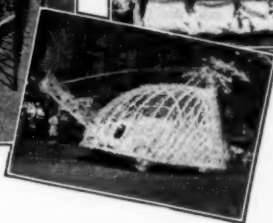
Mr. Rubin expects the registration under the plan to be slow at first, at least until there has been a test case and damages have been recovered. If it is proved in that way that the plan is practicable, there is no question about the success of the venture.

In any event, the innovation will be watched with interest by manufacturers in other lines. Any scheme that promises even partially to eliminate the unfair competition that has grown up in so many industries, is worth a trial. The plan of the Association of Dress Manufacturers is not altogether new. The private registration of trade-marks and trade names by industries is an idea that has been used to some extent. The collar manufacturers maintain a registration bureau so that there will be no duplication of names. The silk association does the same. But registering such an ephemeral and intangible thing as a style is of course vastly different. The idea, however, is similar and should prove corrective, even though its punitive features do not work out.

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*Market City of the Richest Trade Territory*

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*Scenes from this season's  
Ak-Sar-Ben parades.*

# Omaha

Home of Ak-Sar-Ben, one of the largest boosting organizations in the country. The name is derived from spelling Nebraska backwards. Close to 5,000 Omaha business men belong to the organization. A carnival, daylight parade, electric parade and coronation ball stimulate immeasurable interest among Omaha people, as well as attract thousands from out of the city.

The people here are *boosters*. They do all they can to make Omaha a bigger, better place in which to live and buy and sell. There's a market here for *your* product. Advertise it in Omaha's dominant newspaper.

Our service department will cheerfully secure for you any information regarding this territory. Its only purpose is cooperation with the national advertiser.

## OMAHA WORLD-HERALD

Away ahead of the rest in news, advertisements and home circulation.  
O'Mara and Ormsbee, Reps. Chicago—New York—San Francisco

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### F. M. Feiker Urges Daily Business Survey

F. M. Feiker, special assistant to Secretary of Commerce Hoover, and former vice-president of the McGraw-Hill Co., Inc., in an address before the Industrial Engineers' Conference at Springfield, Mass., on October 5, urged the publication by the Government of daily surveys of business conditions in a manner similar to the present method of publishing weather reports.

Every business man in the country, Mr. Feiker said, is waiting for some concise, authoritative daily guide to the business situation, such as the forecasts of the weather now printed in the top right corner of practically all newspapers. He said the Department of Commerce had already taken a step in this general direction through the publication of a new service known as the "Survey of Current Business." He asked the co-operation of American business men in perfecting this service.

Mr. Feiker also discussed the subject of the elimination of waste in industry. He said that while this country had the highest ingenuity and efficiency in the operation of its individual industries of any nation, the American industrial machine is as yet far from perfect. In summarizing the principal factors contributing to industrial waste, he mentioned:

(1) Lost labor during depression; (2) speculation and overproduction in booms; (3) labor turnover; (4) labor contracts; (5) failure of transportation, fuel and power supplies; (6) loss due to processes and materials; (7) excessive seasonal operation, and (8) lack of standardization. He said all these factors combined resulted in a huge deduction from the goods and services we might all enjoy if we could do a better job of it. In his opinion, the best opportunity for advance in living standards lies in the steady elimination of these wastes.

### New Packing Company at Pittsburgh

A new beef and pork packing company has been established at Pittsburgh, Pa., by George L. Franklin under the name of the Dunlevy-Franklin Company. The new company has purchased the business and plant of the Dunlevy Packing Company.

The new company will continue the advertising policy of the Dunlevy company for the present. It will use newspapers and street car advertising. E. M. Ryan is in charge of the advertising department.

### Coaster Wagon Company Is New Advertiser

The Sheboygan Coaster & Wagon Works, Sheboygan, Wis., will begin an advertising campaign on coaster wagons in metropolitan newspapers this fall. Klau-Van Pietersom-Dunlap, Inc., Milwaukee, has been retained as advertising and merchandising counsel.

### Los Angeles Agency Reorganized

The Aubery Advertising Agency, Los Angeles, has been reorganized and is now known as the Aubery & Boley Advertising Agency. It is affiliated with the Mertz Advertising Agency of Chicago.

Mr. Aubery, who was formerly connected with The Hotpoint Electric Heating Co. and The California Associated Raisin Co., opened an agency in Fresno and Los Angeles a year ago. Mr. Boley was formerly an associate in the Thomas M. Bowers Advertising Agency, Chicago.

New accounts of the Aubery & Boley Agency are the Acme Hollow Wall Co., Positive Seal Piston Ring Co., California Kola Co. and California-Arizona Cane Sugar Co.

### Temme Spring Account for New York Agency

The advertising account of the Temme Spring Corporation, of Chicago, has been placed with the Chicago office of Grandin-Dorrance-Sullivan, Inc., New York.

The Temme Spring Corporation is associated with the American Steel Foundries Company and operates the Temme Replacement Spring Service, which has over 8,500 service stations. This service will be advertised nationally as well as the Temme Exhaust Heater and other specialties that are sold through these stations.

National magazines, newspapers, city and roadside paint and posters will be used. Schedules for national magazines are now being prepared.

### Louis D. Young with Knill-Burke

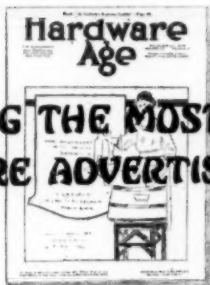
Knill-Burke, Inc., publishers' representative, has added Louis D. Young to its New York office. Mr. Young was recently manager of the merchandising department of Cone, Huntton & Woodman, publishers' representatives, New York.

Before coming to New York he was engaged in sales promotion and newspaper work in Pittsburgh, and was at one time advertising manager of the Pennsylvania Chocolate Company.

### Displaces Geographical Trade Names

John Morrell & Co., pork and beef packers, Ottumwa, Ia., have made application for the registration of a new trade-mark, "Morrell's Pride," which has been adopted to replace two brand names of geographical character, "Iowa's Pride" and "Dakota's Pride," for products of the company's plants at Ottumwa, Ia., and Sioux Falls, S. D.

W. N. Reed, formerly with the Associated Artists, Minneapolis, has joined the art staff of the Kraft Advertising Agency, Minneapolis.



## GETTING THE MOST OUT OF A HARDWARE ADVERTISING DOLLAR

**T**HE "days of real selling" are upon us—and will be with us for some time to come.

In these days the *volume* of every manufacturer's sales will depend more than ever on the interest and energy the manufacturer can get retail distributors to put behind their selling of his product. Retail dealers are the manufacturer's front line salesmen. On their knowledge of a product and sustained enthusiasm for its selling points depends their passive "carrying" or active "selling" of that merchandise.

In the hardware trade there is a sure-fire way for manufacturers to keep in close and favorable touch with hardware dealers, both retail and wholesale, and give them that regular, repeated sales information and incentive that make active, "fighting" salesmen for their lines. This means is **HARDWARE AGE**, the buying and selling advisor of the hardware trade, the hardware paper that is *read* by most hardware dealers throughout the United States, the "medium to the minds" of hardware merchants.

That this is true was proved conclusively this year by three investigations made independently by different manufacturers, all of which show that **HARDWARE AGE** is the overwhelming *preference* of hardware dealers in every section of the country. Reports of all these investigations will be sent upon request.

In **HARDWARE AGE** the hardware manufacturer can have full assurance that his advertising messages will be *delivered*—with the maximum of influence on hardware merchants.

## HARDWARE AGE

239 West 39th St., New York, N. Y.

Member  
Audit Bureau of Circulations

Member  
Associated Business Papers, Inc.



## Re-selling the retailer

**T**WO new advertising characters, "Doc" Wanderlime and "Nursie" Wanderlye, have just made their bows to the New York public.

These little figures will soon make S. Wander & Sons' Lye and Chlorinated Lime as well known to housewives throughout the country, as they are becoming to the NEW YORK EVENING JOURNAL's 1,000,000 daily readers.

Before copy broke, the manufacturers had obtained distribution all over the Metropolitan district. To back up consumer advertising, however, they wanted the co-operation of the NEW YORK EVENING JOURNAL's Merchandising Service Department, to secure dealer display and to stimulate dealer interest through trade paper publicity.

Accordingly, the fieldmen of the Merchandising Service Department distributed window cards, and checked up on dealer work. The good results of neighborhood store display while consumer advertising reached more than 1,000,000 New Yorkers daily, were quickly felt in sales volume.

When copy started, Wander's Lye and Lime were featured in *Drug Trade News* and *Grocery Trade News* (two of the department's five trade papers). Wander's products were thus kept before 29,000 druggists and grocers, with material results in stimulating sales. *Read Mr. Wander's letter.*

Such practical co-operation is offered without cost to JOURNAL advertisers. Details of how the Merchandising Service Department functions under any special set of conditions will be fully given you whenever you wish.

### Write today

for a copy of "WHAT ELEVEN MANUFACTURERS DID IN NEW YORK."  
Sent free on request.

LARGEST DAILY CIRCULATION IN AMERICA—AND AT 3c A COPY

# THE NEW YORK

(Member Audit Bureau of C



CABLE ADDRESS  
"WANDERSON"

FACTORY  
ALBANY N. Y.

**SWANSON & SONS' CHEMICAL CO. INC.**  
MANUFACTURERS  
EXPORTERS IMPORTERS OF  
LYE, CHLORINATED LIME, CAUSTIC SODA, SODA ASH  
INDUSTRIAL CHEMICALS AND OILS  
IN ALL SIZES CONTAINERS

SALES OFFICES  
39 CROSBY STREET



TELEPHONE 2212 DOWNS

NEW YORK.

October 6th, 1921

New York Evening Journal,  
2 Columbus Circle,  
New York City.

Gentlemen:

We wish to take this opportunity of expressing our appreciation for the co-operation extended us by the Merchandising Service Department of your organization.

Both our advertising agents, The A. M. Sweyd Co., and ourselves, realize the success of our advertising campaign is wholly due to the strength of your advertising pages and the assistance we have been able to procure from the remarkable organization which you have formed for the assistance of advertisers.

The 1265 calls that you made on dealers and the 529 posters that you left and put up, together with the publicity given Wander's Lime and Lye in Grocery and Drug Trade News, we believe have had a very stimulating effect on both distribution and sales.

As you know, we are new advertisers and we believe that the assistance that your organization has been giving to us will be the means of our continuing to be advertisers, for the result of such efforts can only bring success.

Very truly yours

*Samuel Wander*

**Similar cooperation would help your sales**

OVER DOUBLE ANY NEW YORK EVENING PAPER

**NEW YORK EVENING JOURNAL**  
(of Circulations)

# What do you Expect *from* Your Printer?



## *Selling Literature*

PRINTING can make or mar the most effective sales literature ever conceived. Convincing copy, effective layouts and art work can be nullified by an unfortunate choice of type or weak "set-up."

The printing of selling literature is a particular field in which we have specialized for forty-six years.

Throughout the whole gamut—from elaborate catalogues to the most inexpensive "dodgers"—we are prepared to give you forceful, attractive, distinctive printing at prices you will deem fair.

**ISAAC GOLDMANN COMPANY**

*Printers Since Eighteen Seventy Six*

EIGHTY LAFAYETTE STREET NEW YORK CITY

TELEPHONE FRANKLIN 4520



# The Net of What Advertising Has Done for the Cranberry

Stabilized Jumpy Market, Put an Old Favorite Back on Family Sideboard

By C. Moran

ANYBODY who has really advertised knows that it pays. The advertiser, however, cannot always statistically prove that it has been profitable. He knows that it has increased the demand for his good; has intensified his distribution; made it easier for his salesmen to sell and in dozens of other ways has demonstrated that it has helped his business.

If you asked him for figures, though, the chances are he could not give them. He could not tell you exactly whether this dealer was secured through advertising or through some other influence. He could not be certain whether the increased sales of this salesman were due to the advertising or to the fact that "the boy is beginning to take his work more seriously." He could not be entirely sure that the advertising is responsible for the enormous increase in sales in this territory. Perhaps the people down there are buying more because they are more prosperous. Likewise the increased bank balance which the manufacturer is carrying, or the healthier hue of his financial statement, might be due to a number of causes.

Down in his heart, though, the manufacturer knows that the advertising is the major influence in bringing about these benefits. Many of the benefits of advertising must necessarily be of an intangible character. For the first year or two or three particularly, the results of the advertising must nearly always be accepted on faith. They are there, but they do not stand out mathematically. That is why in writing articles about new advertisers it is not often possible to put down in black and white the net results of their advertising. The results are there unmistak-

ably, but they have not been reduced to net.

I count myself fortunate, therefore, in gaining access recently to some facts and figures that show the results achieved by one comparatively new advertiser—the American Cranberry Exchange. It is as conclusive a story of the power of advertising as I have ever encountered.

In 1916 the production of cranberries in the United States totaled some 545,000 barrels. Production had increased nearly 200,000 barrels since 1906, there had been a continuous rise in the cost of production, and the consumption was small. The growers were up against it to meet expenses, much less make a profit. Consumption must be increased—but how?

## THE FIRST LOCALIZED CAMPAIGN

Twenty-three thousand dollars was appropriated to be spent on a co-operative advertising campaign in Chicago newspapers, street cars, printed bulletins and service work. This was largely an educational campaign. The American Cranberry Exchange, with a membership that now includes more than 65 per cent of all the cranberry growers in the three producing States of Wisconsin, Massachusetts and New Jersey, had been organized in 1911, and had devoted most of its time to improving the quality of the product through uniform grading and packing. The association knew that the point was reached where uniform quality could be depended upon and that any increased demand could be properly met. In the campaign emphasis was laid upon these factors. New methods of serving cranberries in an appetizing manner were suggested. There was a sugar shortage, and the public was



instructed in ways of cooking cranberries with less than the usual quantity of sugar.

By the close of the season the Chicago sales had increased  $47\frac{1}{2}$  per cent over those in 1915,  $27\frac{1}{2}$  per cent over those in 1914, and 57 per cent over those in 1913. At the same time New York, Boston, Philadelphia, Pittsburgh, Buffalo and Cleveland, where no advertising had been done, showed decreases in sales ranging from one to 57 per cent. Obviously advertising was the need of the cranberry industry.

In 1917 the crop was cut in half by a freeze in September and no advertising was done, although it is interesting to note that more money in the aggregate was received for the 1917 crop than for a crop more than twice as large in 1914. But in 1918 the first national advertising campaign on cranberries was inaugurated, and beginning about October 15 in the United States and October 6 in Canada, \$54,000 was spent for advertising in a thirty-day period. It was the year of sugar regulation; everywhere in the United States the mild fall and winter weather was detrimental to the consumption of cranberries; the trade was apathetic, and it was felt that cranberries would be a drug on the market. To be sure, there was an advertising campaign on, but the growers were in the doldrums, and regarded other conditions as insurmountable.

Then lo! Cranberries began to sell in larger quantities than ever before and by January were bringing the record price of \$22 a barrel. Those in charge of the campaign say that if no advertising had been done the crop would have netted the growers not more than \$6 a barrel, which was not considered a profitable price. But through advertising \$8.89 a barrel net was realized—an estimated profit as a result of the campaign of more than \$1,000,000.

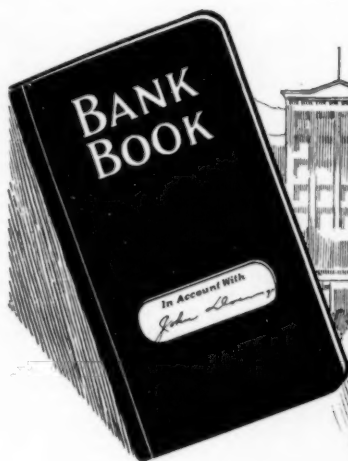
On October 24 a cranberry broker reported: "We cannot encourage any shipments until there is better demand." On November 20 he wired: "The trade has waked up here in last twenty-four

hours and now seems to want its cranberries delivered at once." Another broker on October 24 said: "Cranberries are moving very slowly." On November 29 he reported: "Sold seven cars in November and could have sold many more. This mode of procedure is worthy of Lawson with his frenzied finance, and it makes me dizzy to keep up with it. I hardly know where I stand, only I must have another car or two shortly." Still another broker on October 25: "The jobbers seem to have it in their heads that cranberries are not going to sell here to any great extent." On December 4 he telegraphed: "Jobbers all out of cranberries. Can't you possibly divert or ship car?" Another broker on October 25: "Our customers are badly stuck with early blacks; one still has over 100 barrels on hand because there is absolutely no sale for cranberries at present." On November 27 he wrote: "I find everybody demands his full share of berries; therefore I am in a pinch. I cannot fill all my orders even if the next car contains 240 barrels. Of course I will be obliged to cut some of my customers down and they will squeal because the demand has been very large and so much better than we expected."

#### HUGE CROP, BUT PRICES WERE STABLE

The following year the cranberry growers were confronted with worse general conditions than ever before. The crop was 562,000 barrels, the third largest crop in the history of the industry. The sugar situation was acute, transportation was demoralized, and weather conditions were mild. Cranberries opened the season at \$8.50 a barrel and by October dropped to \$7.50. The advertising fund was \$130,000. By November 15 the price rebounded to \$8.50, where it remained until the last of January.

Of the advertising fund assessed in 1920 nearly \$31,000 had to be returned to the growers because the demand created by the advertising already done was more



**T**ULSA is the richest city in the world—averaging more than \$1,000 per capita. Tulsa people have the money to satisfy their desires — and they spend it, too! Reach this rich retail market thru the Tulsa World.

Net Paid Circulation  
Now Over 35,000

Oklahoma's Greatest Newspaper

---

**TULSA DAILY WORLD**

---

**RELIABILITY — CHARACTER — ENTERPRISE**

---

than sufficient to consume all the berries produced.

Up to and including the 1920-21 season the growers had spent \$300,000 for advertising, or an average assessment of twenty cents per barrel on all cranberries shipped co-operatively during the five-year period ending with that season. Since 1917 the prices received by the grower have not only kept pace with production costs, but have meant a satisfactory profit. And the argument that prices of everything rose during the times does not apply. For the statistics show that cranberry prices did not rise during the war period in proportion to other prices; neither did they fall during the selling season of 1920-21 when the prices of practically all farm commodities declined. In a word, advertising has not only increased the consumption of cranberries, but through securing wider distribution of the crop has stabilized the price.

Prior to 1907 cranberries were sold by the growers to "cash buyers," who traveled through the cranberry growing districts. This sales method was unsatisfactory, as the prices offered very often did not cover production costs. Sharp practices were frequently resorted to, and by 1906 the business had become demoralized. Berries sold as low as seventy cents a barrel and whole carloads were dumped because even the freight charges could not be realized. Everyone lost money. It was felt that the industry would be wiped out of existence.

But a few of the faithful hung on, and it was decided that what the growers could not do individually they could accomplish co-operatively. Marketing organizations were formed in Wisconsin, New Jersey and Massachusetts, and subsequently consolidated into a central selling organization having distributing houses in New York and Chicago. Further consolidations were made in 1911 and the present American Cranberry Exchange was the result.

The first reform instituted by the Exchange was to improve the quality of the product by careful

grading and packing. In the old days individual growers graded and branded their product as they pleased. Not only could the grade not be depended upon but there were so many brands that the trade was confused, and it was difficult to market berries in any but those markets where a particular brand was known. There are now five principal varieties grown in the three producing States. Eighty different brands have been established by the Exchange, and the association employs district inspectors to inspect the crop in the field and see that grading and packing are kept up to standard.

#### WHAT CO-OPERATION HAS ACCOMPLISHED

As a result of co-operation the cranberry growers are able to employ expert talent capable of advising them regarding the numerous economic factors that influence supply and demand. In the cranberry business many conditions must be met. The supply and price of sugar are primary considerations. Only cool weather is favorable to consumption. The good-will and confidence of the consuming public must be secured, for cranberries are a luxury. The crop is a seasonal one, three-fourths of the supply being consumed during the months of October, November and December. The Thanksgiving and Christmas demand is insufficient to consume the entire supply and to lengthen the consumption period was a big problem.

The Exchange knows the per capita consumption by States of cranberries shipped through the co-operative organization. Glutted and famine markets have been eliminated by regulating distribution. The only price fixed by the Exchange is the opening price at the beginning of the season. Market conditions control subsequent quotations. Consumption has been increased to the point where even the increased production is inadequate to meet the demand, and the cost of marketing has been reduced to a minimum.

The general manager of the



## *Penetrating a definite Market ~*

THE entire circulation of Apropos—25,000\* motor car owners—is class circulation, plus.

Apropos is a magazine that goes into the homes each month of people who buy the better things—because they are financially able to do so.

Here is a definite market for quality products—furs and furniture, silken hose and under things, household appliances, sportsmen's equipment, motor car appointments—everything in fact that people buy *who can afford to do so*.

You can reach this Quality Market thru Apropos, quickly, surely and economically, and share with present advertisers results that exceed expectations. Write for rates and full information.

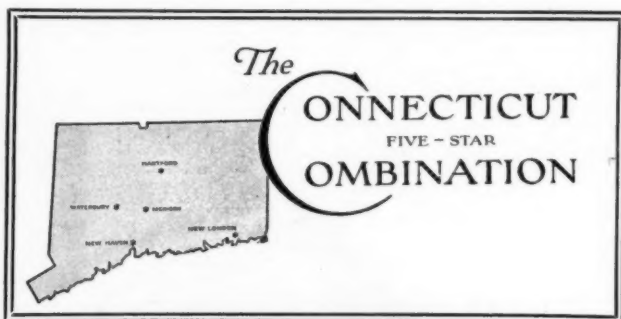
\* November edition. 75% own motor cars valued at \$2,000.00 or over.

Eastern Representatives, H. D. Hascall & Associates, 1133 Broadway, New York

# APROPOS

SAINT LOUIS

# A NEW IDEA FOR S



Realizing that advertising and selling today must have the same substantial foundation that the advertised merchandise itself must have, five leading newspapers in Connecticut—one in each of the five principal trading areas—have combined to offer the simplest, most thorough and most economical way to cover the State. These papers are:

Hartford Courant

New Haven Journal-Courier

Waterbury Republican

New London Day

Meriden Record

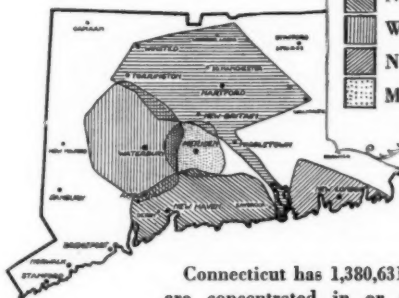
*The*  
**CONNECTICUT FIVE-**

# OR SALES MANAGERS

From data supplied  
by the A. B. C. and  
local Chambers of  
Commerce.

## CONNECTICUT TRADING AREAS

-  Hartford
-  New Haven
-  Waterbury
-  New London
-  Meriden



Connecticut has 1,380,631 people. 90% are concentrated in or around a few cities. 74% are in five trading areas, the very ones covered by the five newspapers in the Combination! The trading area population of Hartford, New Haven, Waterbury, New London and Meriden, combined is 1,028,000.

Subsequent advertisements will give details of the five-star combination and tell why Connecticut today is the ideal test ground for a sales campaign.

*Represented by*

**GILMAN, NICOLL & RUTHMAN**

World Bldg.,  
New York

Tremont Bldg.,  
Boston

Tribune Bldg.,  
Chicago

# -STAR COMBINATION

Exchange in his last annual report says:

"... The comparative profits obtained for the crop, notwithstanding the serious sugar shortage and the intermittent and difficult transportation conditions, seem to me to prove conclusively that a great saving of waste and values was secured through co-operative distribution and advertising."

The Exchange had planned the "biggest yet" campaign for the 1921 season. The general manager of the organization, in addressing the New England Cranberry Sales Company in April, urged that a liberal portion of the fund left over from last year be used "to pay for a considerable quantity of colored advertising and printed matter that will be printed during the next sixty days for use in our next campaign, such as price cards, window displays, cut-outs, etc. In addition, I hope we can run an increased amount of magazine colored advertising. If we should have a full crop next year we should do double the amount of advertising we did this year." In addition to those plans a big newspaper campaign was to be run in the principal cities. More retail service work than ever was projected.

But the crop is short, and the large plans will not be carried out. The Exchange will, however, proceed according to the methods used so successfully last year, using the same class of mediums and investing about the same size appropriation.

In conclusion, there is one more thing to say to make the record complete. The production of cranberries is confined to so few localities and to so comparatively few individuals that it is possible for the growers to co-operate effectively and to place distribution of crops in the hands of a unified agency, thereby making possible such regulation and arrangement of shipments as to guard against those fluctuations in supplies and prices which discourage dealers, break markets and kill demand.

In the co-operative advertising

of agricultural products the largest measures of success seem to have been secured by groups of producers who specialize in a single commodity and the individual members of which are not scattered over too large a territory.

### Morton Co., a New Cleveland Agency

A new advertising agency has been established at Cleveland, O., under the name of The Morton Co., by C. O. Morton, managing director; A. B. Cole, president; George W. Randall, secretary and treasurer; Roy M. Brown, vice-president and Robert S. Andrews, vice-president.

Mr. Morton has been engaged in the merchandising and advertising of electrical heating appliances and electric ranges for the Westinghouse Electric & Mfg. Co. Mr. Cole was recently assistant manager of publicity of the Westinghouse Electric & Mfg. Co. Mr. Brown has been assistant sales manager in charge of advertising for the Apex Electrical Mfg. Co. Mr. Randall was formerly sales manager of the Hale Electric Co., Cleveland. Mr. Andrews is identified with a number of businesses in Cleveland.

### New Flour Account for Adamars Company

The Sauers Milling Co., Evansville, Ill., has placed its advertising in charge of the Adamars Company, advertising agency, of St. Louis. Newspapers in the South will be used to advertise Sauers Self-Rising Flour and "Infalible" soft-wheat flour for general baking purposes.

### Leaves F. Wallis Armstrong Agency

Ernest Appleby has resigned from the F. Wallis Armstrong Co., Philadelphia. He joined this agency a short time ago, having previously been with the George Batten Co., and Calkins & Holden, Inc.

### Frank Simmons with St. Louis Office of John Budd Co.

Frank Simmons, who has been on the staff of the Western Advertising Company, St. Louis, has become associated with the John Budd Co., newspaper representatives, at the St. Louis office.

### National Publishers Association Appointment

Edward J. Ryan, who for six years was president of the Railway Mail Association, has been appointed director of transportation of the National Publishers Association, New York.

# THE ERICKSON COMPANY

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
BARRETT EVERLASTIC ROOFINGS  
PETER SCHUYLER CIGARS  
JACK-O'-LEATHER SUITS  
TERRA COTTA  
TARVIA  
IMPORTERS & TRADERS NATIONAL BANK  
CHALMERS UNDERWEAR  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
BERNHARD ULMANN CO.  
(ART NEEDLEWORK PRODUCTS)  
CONVERSE RUBBER SHOE COMPANY  
BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*



# It's the Man beh

**B**ACK in 1906, several months before Mr. Wm. Wrigley, Jr., made his first street car advertising contract for Spearmint Gum, I called three or four times on a very large chewing gum manufacturer. Knowing that street car advertising is constantly before the masses and surely chewing gum is a mass proposition, I wanted to explain it. I have never seen the face of the official who was at that time in charge of the advertising. I did hear his voice. He always shouted to me, over his closed door, that he was not interested in street car advertising.



Advertising space is worth only what "The Man Behind the Gun" makes out of it. This may sound bromidic, but, as an example, Mr. Wm. Wrigley, Jr., started in 1907 with nothing but street car advertising. Backed up by his wonderful enthusiasm and courage, he made his Spearmint Gum the greatest seller of all brands before adding other mediums.

# behind the GUM

I will always remember another gum launched about seven years later. It had "points" galore and millions of dollars behind it. Every possible kind of publicity was used *except street car advertising*. Advertising history has no bigger "flivver." Perhaps it needed a Wrigley behind it or street car advertising to support it—or both.



This is not the time for closed doors or closed minds, but the time for more Wrigleys in other lines of business.

National Advertising Manager.

## STREET RAILWAYS ADVERTISING CO.

Central Office  
Borland Building  
Chicago

Home Office  
Candler Building  
New York

Western Office  
Monadnock Building  
San Francisco



REG. U. S. PAT. OFFICE

## The Salesman with a Dirty Face

Might "get in"—but think  
how fast he would get out.  
Dress your publicity repre-  
sentative up nice and clean  
by using

### O'FLAHERTY'S PEERLESS MATS

Your advertisement will  
then look like a gentle-  
man and will be accorded  
the courteous respect a  
gentleman always  
commands.

**Made by O'FLAHERTY**  
**225 West 39th St. New York.**

# Direct Mail Advertising Association Prepares for Convention

Programme for Fourth International Convention and Exhibition to Be  
Held at Springfield, Mass.

**T**HE board of governors of the Direct Mail Advertising Association has completed the programme for the fourth annual international convention and exhibition of the Association which takes place in Springfield, Mass., on October 25, 26, 27 and 28. One of the features of the programme is an industrial automobile trip to some of the paper-making mills in the vicinity of Springfield on the last day of the convention. The programme, as issued, covering the meetings of the Direct Mail Association, and its affiliated organizations, The Association of House Organ Editors and The Better Letters Association, is as follows:

**TUESDAY, OCTOBER 25, MORNING SESSION:** Call to order by Homer J. Buckley, Buckley, Dement & Co., Chicago, Chairman Programme Committee. "Address of Welcome to Springfield." "Response"—Key-note Speech by Joseph Meadon, president, Direct Mail Advertising Association; Direct Mail Advertising, 1—Definition. 2—Its functions. 3—Its relation to other mediums. 4—Personal requirements for preparing efficient direct mail advertising, Ralph Starr Butler, advertising manager, United States Rubber Co., New York; Creative Selling, 1—Direct Mail Advertising Opportunities. 2—Educating the Retailer. 3—Advertising courses to store clerks, Charles Henry Mackintosh, president, Associated Advertising Clubs of the World.

**AFTERNOON SESSION:** Chairman, Homer J. Buckley. The United Drug Company Campaign on "Puretest"—a New Product on the Market in Slack Times and How it Was Put Over by Direct Mail, George C. Frolich, manager Drug Dept., United Drug Company, Boston; Where Direct Mail Fits in Department Store Advertising, Charles Koethen, manager,

direct advertising, J. L. Hudson Company, Detroit; Getting Dealer Distributors by Direct Mail Advertising. How the USL Battery Company Put Over a Successful Campaign in 1921, W. E. Brewster, advertising manager, U. S. Light and Heat Corp., Niagara Falls; Co-ordination of Direct Advertising and Sales, Frank G. Adams, sales and advertising manager, Storrs Shaeffer Company, Cincinnati; Discussion led by Frank L. Pierce, manager mail sales dept., Remington Typewriter Co., New York, N. Y. Editing the House Organ for Customers and Prospects, Miss Margaret Wade, editor, "McClary's Wireless," McClary Mfg. Company, London, Canada. Discussion.

**EVENING SESSION: Round Table Session—House Organ Editors—Subjects to Be Discussed:** Choice of name (also new characterization for term—"House Organ"). Choice of size. Preparation. Reader interest. Keeping the Firm Sold on the Value of the House Organ. Led by Robert E. Ramsay, Round Table Session—Better Letters Group. Round Table Session—Production Group—Direct Mail Advertising. Led by Gordon Small, president, Mail Advertising Service Association, Cincinnati.

**WEDNESDAY, MORNING SESSION:** Chairman, William Feather, William Feather Company, Cleveland, O. Editing the Successful Sales House Organ, Clara Woolworth, editor, "Edison Sales Builder," Edison Lamp Works, Harrison, N. J.; The Newspaper vs. the Magazine Type of Employees' Publication, C. F. Olin, advertising manager, New Departure Mfg. Co., Bristol, Conn.; Editing the Effective Employees' Magazine in Slack Times, Elizabeth C. Northrup, Waltham Watch Company, Waltham, Mass. Supplementary Talk on Same Subject, Ben D. Rogers, Labor Bureau, Bird & Son, East Wal-

pole, Mass. The Salesmen's or Agents' House Organ which Helps the Salesman or Agent, J. W. Longnecker, advertising manager, Hartford Fire Insurance Co., Hartford, Conn.; The Clever Copy House Organ, Maxwell I. Pitkin, editor, "Better Way," *Cosmopolitan Magazine*, New York.

**AFTERNOON SESSION:** Chairman, Robert C. Fay, Robert Smith Co., Lansing, Mich. Better Letters. Their Importance in Direct Mail Advertising. Ideas on the Way to Appeal to People, Louis Balsam, executive secretary, Direct Mail Advertising Assn. Discussion led by Clifford Elvins, advertising manager, Imperial Life Insurance Co., Toronto; The Follow-Up, John C. Sweeney, direct mail sales manager, International Correspondence School, Scranton, Pa.; Discussion led by F. W. Hunt, advertising manager, Massey-Harris Co., Toronto; Beating Sales in 1921 and How We Used Direct Mail Advertising Effectively, Charles R. Wiers, vice-president and sales manager, De Long Hook and Eye Co., Philadelphia, Pa.; Do We Want One Cent Letter Postage for First Class Mail in the United States? Charles William Burrows, Burrows Bros., Cleveland, O.

**THURSDAY MORNING SESSION:** Chairman, F. W. Hunt, Massey-Harris Co., Toronto. The Merchandising Principles of Mail Order Selling. Why Many Fail and Some Succeed, John L. Rogers, president, Rogers & Walker, Inc., New York; Discussion led by R. B. Rope, Larkin Company, Buffalo. Sales Inventory. Finding the Possible Buyer, Norman I. Taylor, Wm. N. Albee Company, director, Frederick Stearns Co., Detroit; Cultivating Small Town Trade by Means of Direct Mail Advertising, E. L. Triffitt, advertising manager, Rex Manufacturing Co., Connersville, Ind.; Discussion led by W. A. Hersey, Robert H. Ingersoll & Bro., New York; Selling by Mail, Thomas H. Beck, vice-president, F. P. Collier & Son Company, New York; also vice-president, Crowell Publishing Co.

**AFTERNOON SESSION:** Chairman, Alexander M. Candee, National Enameling & Stamping Co., Milwaukee, Wis. Savings in Printing Direct Advertising through Standardization, J. C. McQuiston, Westinghouse Department of Publicity, Pittsburgh; Discussion led by William J. Betting, Wynkoop-Hallenbeck-Crawford Co., New York; Color and Its Importance in Direct Mail Advertising, Mrs. Hazel Adler, Cleveland School of Advertising; Mechanics of Direct Mail Advertising. Common practices advertising men should know. Where mistakes are made and how to avoid them, J. Linton Engle, president, United Typothetae of America, Philadelphia, Pa. Photo Engraving. Its relation to direct advertising and some of the common everyday practices advertising men should know about, C. A. Stinson, president, Gatchel & Manning, Inc., Philadelphia, Pa.; also vice-president American Photo Engravers' Association.

On Thursday evening the annual banquet will be held at Hotel Kimball.

**FRIDAY:** Industrial automobile tour of paper mills in vicinity of Springfield.

### Kenderline with "Survey"

John D. Kenderline has been appointed assistant business manager of the publications of the Survey Associates, Inc., New York. He will devote his time chiefly to the *Survey Graphic*. Mr. Kenderline was at one time circulation manager of *McClure's* and recently has been business manager of *The Churchman*.

### Baltimore Club Elections

W. Dwight Burroughs, of the United Railways and Electric Co., was elected president of the Advertising Club of Baltimore at the annual meeting. Other officers chosen are: Vice-President, Frank J. O'Brien, Southern Can Co.; secretary, Norman J. Parrott; counsel, C. R. Wattenscheidt.

### New Accounts for McCutcheon-Gerson

New advertising accounts secured by the McCutcheon-Gerson Service, of Chicago, include the Tyler-Hippach Co., manufacturer of plate and window glass, and the Eastern Lightning Spark Plug Co., both of Chicago.

## A GAIN OF 27% *over last year*

is an uncommon announcement these days.

As with most publications, the Butterick Quarterlies last year enjoyed an unprecedented volume of business. But there are few, if any, that this year can boast even of maintaining those heights.

So it might be interesting to those who buy advertising space to know why advertisers this year invested 27% more money in space in the Butterick Quarterlies than they did last year.

We will be glad to tell you the why.

## BUTTERICK QUARTERLIES

# Navy's Salesmen Are Selling Surplus Property at Cost of 2 Per Cent

How Much Should a Salesman Be Allowed for Traveling Expenses?

NAVY DEPARTMENT

(BUREAU OF SUPPLIES AND ACCOUNTS)

WASHINGTON, D. C., Oct. 1, 1921.

Editor of *PRINTERS' INK*:

On several occasions when in New York, I have taken up various problems in connection with the liquidation of the Navy Surplus Materials with your own editors and the editorial staff of the *Associated Business Papers*, *Times Analyst*, etc., and have always found their co-operation most helpful.

There is now a particular phase of the liquidation programme on which we are seeking more information and would appreciate your co-operation, namely, what is the prevailing rate of compensation paid to traveling salesmen?

I have been reading in *PRINTERS' INK* from time to time during the past ten years various articles on salesmen's compensation and my commercial experience with salesmen's compensation all tends to show that the prevailing method of compensation seems to be a salary plus commission. However, this method cannot be used with the Government because there are certain legislative rules prohibiting the payment of commissions, and it is, therefore, necessary for the Government to engage personnel on a definite salary basis.

For your information I introduced during the early part of this year traveling salesmen for the sale of Navy Surplus Materials in connection with the general liquidation programme. These salesmen have traveled through eastern and western Pennsylvania, central New York State, northern Ohio, central Missouri and northern Illinois. Owing to the nature of the surplus Navy commodities, which embrace practically all classes of commodities, it was not practical to use specialty men confining their activities to one particular class of goods. Consequently the type of salesman used was one who had a basic technical education and was familiar with the outlets for practically all kinds of material. Our good salesmen's average monthly sales are in the vicinity of \$25,000 a month and a fixed salary of \$300 a month plus \$8 a day for living expenses and transportation paid for on Government authorizations.

I should very much appreciate your views on the continuation of sales by traveling salesmen in view of the present economic conditions, and what you consider is the proper compensation for this type of traveling salesman.

V. C. KYLBERG,  
Sales Advisor.

IT would appear as though Mr. Kylberg's good salesmen are selling the Navy's surplus materials at a total sales expense of 2 per cent. An average monthly

sale per salesman of \$25,000 would run up to \$300,000 for the year. A salary of \$300 a month makes \$3,600 annually, and reckoning 300 business days to the year would total \$2,400 for traveling expenses, at the rate of \$8 a day. Six thousand dollars is a bargain figure for a man who can sell \$300,000 worth of merchandise. In view of this record, we don't believe that Mr. Kylberg need be troubled about economic conditions, the business situation or anything else. Any sales manager who could today sell his goods at a total cost of 2 per cent would soon have to get his hats made to order.

So far as the men themselves are concerned, they are not so badly treated. As salesmen's salaries go today, \$3,600 a year is considered fair. The average sales salary is not nearly that large. On the other hand, the average salesman doesn't sell \$300,000 worth of goods. In the long run, a salesman's compensation, whether it be straight salary, salary and commission, salary and bonus or what-not, is regulated by his sales and the profit that is made on them. There are many salesmen in this country making \$12,000 a year, whereas the usual run of salaries in their line may not be over \$3,000. The \$12,000 men have elevated themselves into that class through extraordinary ability.

Evidently the Navy is able to get good men at \$3,600. If so, very well and good. Their records show that they are worth all they get. We would be inclined, however, to allow \$10 a day for traveling expenses. Eight dollars is hardly enough under present conditions. Concerns that want their men to stay at the best hotels, to use Pullmans and to be generous in their living, are today allowing \$15 a day for expenses. If traveling in a compact territory, stopping at small towns, all necessary

(Continued on page 109)



# BLACK and WHITE

## *Coated Book*

The quality coated paper  
specified by those who issue  
quality catalogues.

SEND FOR SIGNATURE SHOWING  
THE PRINTING QUALITIES OF  
BLACK AND WHITE.

**DILL & COLLINS CO.**  
*Paper Makers*  
**PHILADELPHIA**

NEW YORK ROCHESTER BALTIMORE BOSTON

DON'T FORGET THE D.M.A.A. CONVENTION,  
SPRINGFIELD, MASS., OCTOBER 25, 26, AND 27.





*A typical window-trim for Yuban Coffee. Every element shown here was manufactured by the Robert Gair Company*

## The growing importance of "Unit Service"

*How bigger sales and greater savings are assured by centralized control*

CARTONS from one firm—containers from another—display material from a third—that was the way the essentials of package merchandising were ordered just a few years ago. The waste of money, of executive time and thought, was enormous.

There was no effort to unify these various elements—no thought of the savings which are always possible when all are planned together. Glaring differences in design and color scheme were accepted indifferently; packing methods were wasteful and costly; losses and damage claims were accepted as "part of the game."

To-day the attitude of package merchandisers is rapidly changing. They realize that economical packing and safe transportation depend largely on the size and shape of their shipping cases. This in turn depends on the size and shape of the individual carton. Standardization of these vital units, like standardization of display material, is possible only where one group of experts can treat the problem as a whole.

### *Expert service on every phase of package merchandising*

The store windows shown here illustrate two typical instances where big manufacturers have not only secured important savings, but actually increased sales through co-operation with the Robert Gair Company.

We manufactured every element—the folding boxes, the labels, the shipping cases, the display material. Each was carefully planned in relation to the rest. The strength and safety of the Gair cases have materially reduced shipping losses. The scientific construction of the package has guaranteed adequate protection for its contents. And the increased publicity gained from vivid reproduction of a standard design on every element has been a tremendously effective stimulus to sales.

With six great plants located at strategic points to serve manufacturers in widely separated territories, the Gair system is the largest of its kind in the world.

An organization of shipping experts, backed by over half a century of experience, we offer expert assistance and advice on every phase of package merchandising—Folding boxes, Labels, Lithography, Corrugated and solid fibre shipping cases. A letter or a telephone call will bring our representative at any time.

*Have you received your copy of "Scientific Selection of Package Designs"? A postal will bring it to you.*

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

*Carton, container, window display—every element in the famous Dromedary series is the work of Gair experts*



# Facts for Space Buyers

If you handle automotive accounts, the following facts deserve your careful consideration when planning your campaigns:

## Automobile Trade Journal:

Has a present circulation of over 41,000—and is gaining heavily each month.

Made a net gain of 6,594 paid subscribers in the last seven months—a most remarkable achievement under present conditions.

Made this great gain while other publications in this field were losing heavily.

Has more trade circulation than any other three automobile papers combined—without making any deductions for duplication—which is great.

Costs 40% less per thousand trade circulation than any other monthly or weekly publication serving this industry.

Has greatly reduced its cost per thousand while others have materially increased theirs.

Reaches the largest number of prospects, with the least amount of waste, at the lowest cost per unit.

*The AUTOMOBILE TRADE  
JOURNAL is by far the best  
buy in the automobile field—  
Put it on your list.*

**CHILTON COMPANY**, Market and 49th Sts. Philadelphia

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expenses would run less than \$15. On the other hand, if big jumps are made every night, expenses would run vastly more than \$15. A man can, however, if he is extremely careful in his expenditures and travels intensively, get by on \$10 a day. But if he is held down to \$8 a day, we are afraid he will occasionally have to dip into his salary to make up the deficit in his traveling account.

Of course, the Navy's salesmen should not be judged by regular commercial standards. The Navy doesn't have to build up a steady trade. It doesn't have to make a profit. In fact, its goods are presumably sold at a loss. Its immediate task is to get rid of the surplus property, and the sooner it does this the better it will be for all of us. It should use any and every available means that promises to accomplish this task at a reasonable cost.—[Ed. PRINTERS' INK.

### How to Meet the Coming Consumer Demand

WHEN American manufacturers face in the not distant future an hysterical demand for merchandise they must be able to meet that demand with the help of a practical plan of distribution that is based upon a study of consumer absorption by territories, Arthur T. Davenport, general manager, Sweet-Orr & Co., Inc., said in an address before the national convention of the Society of Industrial Engineers at Springfield, Mass., last week.

In amplifying this statement Mr. Davenport said:

"A prolific source of the depression through which we are passing is unquestionably the sales policy pursued by most manufacturers which permitted the dealer demand to determine the volume of their business, instead of making some effort to ascertain the actual consumer demand and regulate their sales in accordance therewith. Assume for a mo-

ment that a considerable number of manufacturers for the years of 1919 and 1920 had restricted their sales and production policies to a known consumer absorption, and were for 1921 distributing on the scientifically ascertained reduction of that absorption, can you imagine that their losses through business going to competitors would be more than a fraction of what they have sustained through returned goods, shrinking values and idle factories?

"If the signs of the times mean anything, they mean that to overcome the vacuum to which the country at large has permitted itself to be sold, there is to come to us in the not far distant future a hysterical demand for merchandise, which if not restricted in some proper manner will produce an over-inflation, short and acute, followed by a deflation more severe in its results than that through which we have passed, as the weakened sinews of the body commercial can hardly be expected to stand another strain without severe breaks at many points. Were it possible for any individual or group of individuals working along a proper plan to produce a practicable, simple and readily understood method of determining consumer absorption by territory, that group or person need give no thought to pecuniary reward, for, to quote Admiral Schley after the Battle of Santiago, "There would be glory enough to go around."

### St. Louis Agency to Handle Motor Oil Account

The Lubrite Refining Co., St. Louis, has placed its advertising account in the hands of the Adamars Company, advertising agency of the same city. A newspaper campaign has just been started in Oklahoma, Kansas and Colorado papers advertising "Lubrite" Motor Oils. Trade journals in the oil industry are also being used.

### Business Papers Move to Los Angeles

F. H. Newton and Associates have moved their business office from San Francisco to Los Angeles. This association publishes the *Western Music Trade Journal*, *Western Sporting Goods Review* and *Western Paint Industry Review*.

# Why Advertising Men Find It So Hard to Write About O. Henry

If They Were Only Not Obligated to Refer to His Books While Writing!

By H. H. Hodge

IT has been done at last! At last, an article has been written on "O. Henry as a Copy Man."

In *PRINTERS' INK* of August 11 Harry Thompson Mitchell writes under this heading, giving "Examples from some of his stories which have advertising application."

I have tried to write this article several times as, no doubt, have scores of other advertising men.

If you are interested in knowing why we failed, I can best explain by reviewing a typical effort in the form of a sort of combination of soliloquy and monologue:

(Scene: *Would-Be Author, discovered at home.*)

W.-B. A. (aloud)—Guess I'll write that article on O. Henry now.

(Yanks out Eversharp and proceeds to write introductory paragraph.)

(To himself)—First, I ought to find out whether O. Henry analyzes his problem in advance of copy production.

(Goes to shelf—draws out volume at random [it happens to be "Rolling Stones," O. Henry's volume of letters]—turns pages casually—stops suddenly.)

(To himself)—Ah! Just the thing! This extract from a letter O. Henry wrote to his friend, Al Jennings, the ex-train robber, indicates his ability to analyze copy preparation—I will quote it.

(Writes)—"We have got to respect the conventions and delusions of the public to a certain extent. Remember that the traditions must be preserved. Write in as simple, plain and unembellished a style as you know how. Make your sentences short. Put in as much realism and as many facts as possible. Express the matter as practically and as plainly as you can. Give it life

and the vitality of facts. The information is what we want, clothed in the peculiar style of the character we want to present. The main idea is to be *natural, direct and concise.*"\*

(W.-B. A. now records the very obvious application to advertising copy which the paragraph suggests and continues the article.)

(Writes)—And now let's see how O. Henry applies these principles which he has just expressed.

(To himself)—Now for a few references from his stories.

[NOTE: The preparation of this article is easy so far, but see the difficulties he gets into from this point on. It is now necessary to refer to O. Henry's stories and the rub lies in his not being able to resist their remarkable ability to hypnotize him to such an extent that he (conscientiously or unconscientiously) surrenders himself to the enjoyment of what he is reading, to the total exclusion of its application to what he is writing.]

(He reads the entire story, entitled "Next to Reading Matter.")

(Aloud)—Why, that whole story is an ad—an ad for the Chuchula Cough Lozenge—but I can't quote a 3,000 word example in my article.

(Tries another volume. Comes to a very apt passage.)

(Aloud)—"Ah, here's a perfect example of good copy."

(Reads)—"The waiter brings the brew; effervescent, icy, greenish golden—"

(Aloud)—Pre-Volstead stuff, of course, but good advertising—must make a note of it.

(But he doesn't; instead he glances back on the page.)

(Reads)—"He is just nineteen.

\*The italics are O. Henry's. This might almost be an extract from one of your own excellent articles, eh, *PRINTERS' INK*?



FROM the 300,000 retail grocers in the country we have picked for you the top 50,000—the *cream of the business*. If you have something to say to these grocers we can show you how to make them sit up and take notice.

The same plan that in one year has made GOOD HARDWARE a tremendous success is being applied to THE PROGRESSIVE GROCER. It reaches the top 50,000 grocers in the country—it reaches them more surely, more effectively and at a lower cost than you can reach them in any other way.

If you make a product that is sold through the grocery trade or handle the account of a manufacturer of such a product, write for complete information.

## ***The* PROGRESSIVE GROCER**

The Butterick Publishing Company

Trade Division

Butterick Building, New York

**Guaranteed Circulation 50,000 Copies**

She is young, well dressed, and exhibits a beauty of distinctly feminine and tender sort; an Eve-like comeliness.

"It is immaterial, the steps by which these two mount to a certain plane of good understanding; they are short and few, as befits the occasion.

"A button against the wall is frequently disturbed, and a waiter comes and goes at a signal.

"Two thick plaits of her blonde hair hang almost to the floor. She is a lineal descendant of the Lorelei. So, the waiter brings the brew; effervescent, icy, greenish golden—"

(To himself)—Ah, there we are again, back to the beer ad; I had forgotten all about it;—I must make a note of it.

(But he doesn't.) Instead, he continues, held in the grip of the story. He becomes more deeply fascinated the farther he goes. The climax is reached. The denouement is an ingenious and most unexpected suicide of the wrong party. He pauses and in one long inhalation he indulges to the full the mental titillation with which O. Henry's stories invariably reward their readers. He picks up the volume with a whetted appetite for more O. Henry. He reads another story—and another—and another. He no longer knows that he is in quest of advertising dope. He does not recognize it when he sees it—and he sees it on every page.

(On the table next morning he sees a sheet of paper with a few lines on it in his own handwriting.)

"That's funny," he says, "I must have started to write that O. Henry article again last night."

### Special American Newspaper Association Meeting

A special meeting of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers' Association will be held in Chicago on October 27.

Miss Hazel F. Gwynn, formerly associated with J. M. Daiger & Co., has joined the advertising department of Hecht Bros. & Co., Baltimore.

### Agricultural Association Convention at Chicago

The annual meeting of the Agricultural Publishers' Association will be held in Chicago, at the Hotel La Salle, on October 26.

The agricultural division of the Advertising Council of the Chicago Association of Commerce will be host to the farm paper publishers at a luncheon on October 27 at Hotel Morrison, at which a number of speakers of national importance will speak on "What About the Farmer—When Is He Coming Back?"

### Annual Audit Bureau Meeting Called

The eighth annual convention of the Audit Bureau of Circulations will be held at the La Salle Hotel, Chicago, October 27 and 28.

On October 27 divisional meetings will be held for the purpose of considering matters affecting the interests of each of the six divisions of the bureau.

On October 28 all of the divisions will meet as one body to consider recommendations adopted at divisional meetings.

### Gallant Mercantile Co. Appoints Agency

The Gallant Mercantile Co., of Chicago, has placed its account in the hands of The Irwin L. Rosenberg Co., Chicago. A campaign in farm papers and mail-order papers will be conducted.

E. W. Schweder, formerly with the Newell agency, Chicago, has been added to the staff of the Rosenberg company. R. L. Fridrich has joined the art department.

### Edward Melia with Thos. Cusack Co.

Edward Melia, recently assistant general sales and advertising manager of the Pyrene Manufacturing Company, New York, has joined the New York staff of the Thos. Cusack Co., outdoor advertising.

### New Automotive Accessories Advertiser

The Channon-Hughson Company, of Chicago, manufacturer of Bull Dog Bounce Absorbers and other automotive accessories, has appointed the McCutcheon-Gerson Service, of that city, as its advertising counselor.

### P. H. Dempers with "Better Farming"

P. H. Dempers has joined the advertising staff of *Better Farming*, Chicago. Mr. Dempers has been engaged in the farm-paper field for the last twelve years.

# The Element of Permanence

**I**N the return to normal, with changing conditions and fluctuations in volume of business it is a source of deep satisfaction to announce a change of less than 50 copies in the daily only average circulation of The Star in the six months ending October 1, 1921, as compared with the six months ending April 1, 1921.

The following figures are taken from statements to the government as published by the several newspapers

## The St. Louis Star Circulation

Daily Average Net Paid Circulation **101,783** for 6 Months Ending April 1

Daily Average Net Paid Circulation **101,741** for 6 Months Ending October 1

**Net Change . . . 42 Copies per day.**

*In marked contrast to the stability of The Star's circulation are the losses shown by all other St. Louis newspapers.*

**Post-Dispatch LOST 10,890**

Daily and Sunday Average

**Globe-Democrat LOST 15,753**

Daily and Sunday Average

**The Times LOST 2,969**

Daily Average

Newspaper readers who depend regularly upon one newspaper—read it day in and day out—regardless of changing commercial conditions, represent a class of citizenship worthy of the most consistent cultivation, through advertising, by merchants and manufacturers who desire to make profitable additions to their list of preferred patrons.

## THE ST. LOUIS STAR

National Advertising Representative

**STORY, BROOKS & FINLEY**

Chicago New York Philadelphia San Francisco Los Angeles

**don't say "Paper"—say "STAR"**

Trade Mark Registered



## ***Over 100,000 dealers have read this story from Farm and Home***

Just before going to press with the October issue, the Editors of FARM AND HOME received the first definite information regarding the regulations for securing loans under the Agricultural Credits Bill—a bill which makes available a fund of *one billion dollars* for agricultural relief.

So important was this information, and so directly in line with the editorial policies of FARM AND HOME, in emphasizing the *marketing* end of the farming business, that we held up the big Cottrell Presses three days in order to get before FARM AND HOME readers specific directions, making them the first large group of farmers to know just exactly what course to pursue in taking advantage of the bill's provisions.

The result was that the great majority of FARM AND HOME readers had the facts in time to help finance their 1921 harvests—and their 1921 *purchases*.

In order that dealers who depend upon farm trade might have these same facts, we have sent a reprint of the article to some 15,000 of the best rated merchants in small towns, and have offered to furnish as many as needed to manufacturers who wish to place them in the hands of their own dealers.

Requests for nearly 90,000 copies have already come in, and these are being furnished with our compliments, as FARM AND HOME's contribution toward a better understanding by dealers of the factors which affect the well-being of their farmer customers.

*Do you want to see a copy of this story? If so, write for a reprint of "Get Your Share of That Billion."*

### **Are you coming to Springfield to the Direct Mail Convention?**

The Springfield Convention of the D.M.A.A. is going to be one of the big events of the year among advertising men; and, if you are among those present, we want you to be sure to visit the big plant of the Phelps Publishing Company, and to consider the Phelps organization at your service while you are here.



*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager

**SPRINGFIELD, MASS.**

5 South Wabash Avenue, Chicago      461 Fourth Avenue, New York  
Oneida Building, Minneapolis, Minn.

# Emulate Leaders, to Quicken Gainaday Sales

"Other Stores' " Successes Furnish Incentive to Dealers to Go and Do Likewise

By Hugh E. Agnew

DECREASED sales and overstocked factories are so common that when one finds an old-established institution away behind with its orders, and doing the largest business in its history, one's interest is at once aroused. Particularly is that true when the firm is one that does a nation-wide business of great magnitude.

The Pittsburgh Gage & Supply Company, maker of the "Gainaday" Electric Washers and Ironers is such a firm. Its factory problems are not so different from many other large manufacturers, but in many ways it has a difficult sales proposition. Perhaps ninety per cent of its customers have never before used either of the power driven products it makes. They are unacquainted with machinery, and in many cases have a prejudice against the use of machines for laundrying their clothes—they blame the rough handling of the laundry to the machines employed there, particularly to the ill-named "mangler." Besides, the appliances are expensive as compared with other household articles.

One would naturally expect that in particularly dull times those things would be first *verboden* which have never been used in the home, especially when they are expensive, and of a nature to arouse skepticism, if not hostility. Yet the Pittsburgh Gage & Supply Company is overcoming that very sales resistance so successfully that its factory has been taxed to the utmost to keep up with the stream of orders.

High-powered salesmanship with continuous, vigorous, intelligent advertising has been necessary to produce this record. Last October and November both jobbers and dealers handling Gainaday products experienced the

slump in business then prevalent, adjusted themselves to reduced volume and waited for something to turn up. Other lines had fallen off, and they could see no reason why the Gainaday washer and ironing machines should be exceptions. Indeed, from their very nature it was to be expected that such specialties would slump worse than the staple lines. The worst expectations of Gainaday jobbers and retailers were fully realized, if not exceeded.

But the manufacturer had stores of its own where its products were featured. The sales and advertising departments of the company could see no logic in allowing selling efforts to slump, even if the "demand" had fallen off. To them a slump was like a steep grade for a high-power car—it merely called for more throttle—and they stepped on the gas. In the retrenchment of family expenditures, that of reducing the cost of service was one of the most important. The Gainaday products offered exceptional opportunities for reducing the cost of performing one of the hardest and most expensive duties of the household—they would take care of the family washing and ironing. So instead of being a time for smaller sales, the retrenchment in family expenditures offered an opportunity for increased business. But it took someone with vision to see it.

## REDIRECTING SALES EFFORT

A great deal of consumer work had always been necessary to sell either the washer or the ironer. Even the more phlegmatic of the retailers had had "outside" men follow up leads and enquiries. When these no longer came in in the usual number the company  
(Continued on page 121)



## Boys, Bicycles and Christmas

**T**HE BOYS' WORLD will supply the Boys—over 400,000 of them—by far the largest paid circulation in the Boy-field; you furnish the Bicycles—and Christmas is coming. It is a combination hard to beat.

Have you noticed in your town—we have in ours—that it's not the grownups, but the Boys who are riding bicycles? Boys and Girls—the younger generation—are the bicycle enthusiasts. They ride to school, to work, for pleasure; and provide the tremendous market for this industry and its accessories.

*Each year an increasing volume is the best evidence of satisfactory results to our bicycle and accessories advertisers.*

## THE BOYS' WORLD

**David C. Cook Publishing Co., Elgin, Ill.**

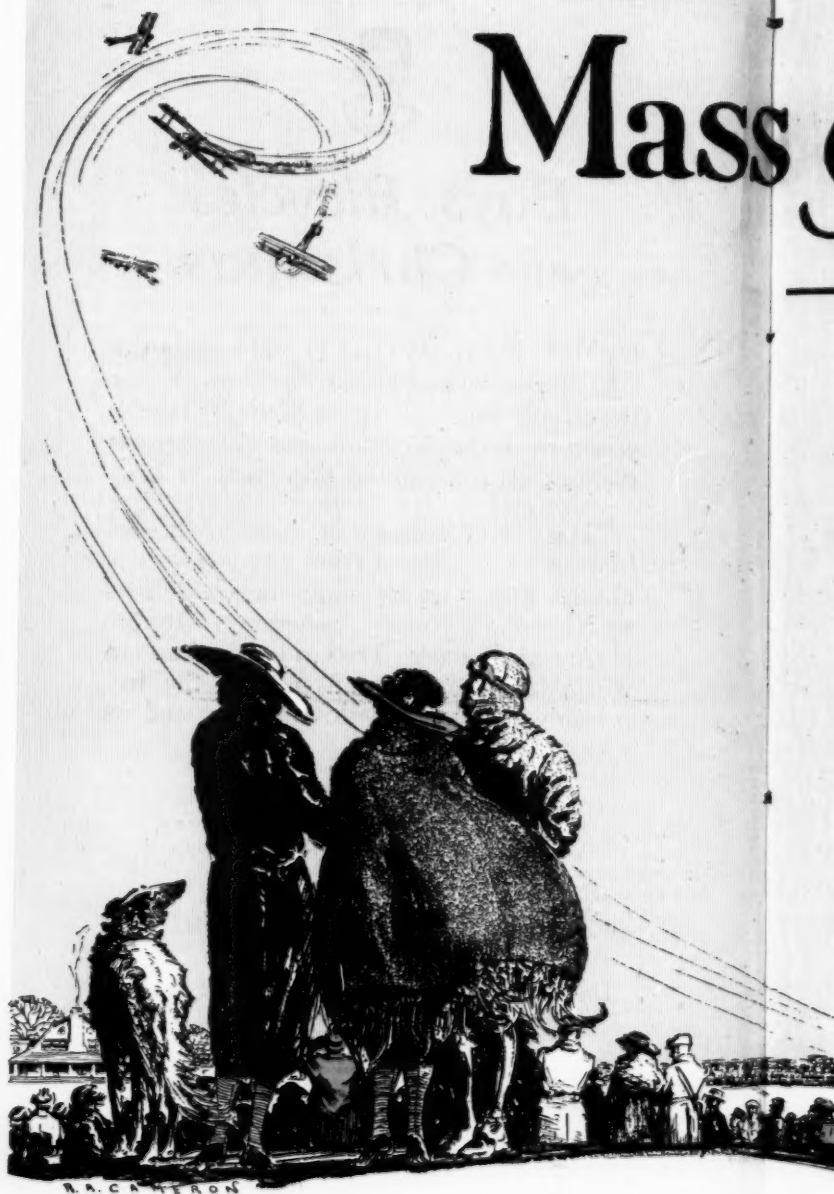
WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
John D. Emrich, 203 So Dearborn St., Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

# Mass



# ss of Class

— in its truest sense

LIFE bases no claims for distinction on the human-ness of its audience.

They are ordinary mortals, in a sense.

They wear clothes, buy motor cars, are interested in their homes; they engage in business. They have a keen sense of investment values, they know how to make money—and, equally important, they know how to spend it.

But—and here is their point of difference—they have been trained as a rule from childhood to appreciate the things worth while, to recognize the economy of quality and to exercise a discriminating choice in acquiring those things necessary to their happiness and well-being.

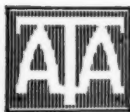
And their responsiveness to the intelligent appeal of an advertising message, whether it be talcum powder or motor trucks, has been proven.

Geo. Bee, Asst., Life's Adv. Mgr., New York  
B. F. PROVANDIE, Western Manager,  
1537 Marquette Bldg., Chicago

# Life

*reaches prosperity en masse*





## The Obvious Use It

Monday, in the Pennsylvania Station, a red cap porter insisted on carrying my grip. Having missed my usual 18 holes on Saturday, I needed the exercise—and refused.

Along came another porter and said: "Boss, I can carry your grip *right on the train*."

He carried it. Why? Because he did something besides ask me to *use his service*. He did the *obvious* thing. He told *what his service would do for me*. Told it. Not *claimed* it.

To our notion, the obvious is always the *big thing* to use.

Its use seldom brings an advertiser any overwhelmingly enthusiastic compliments from club friends, concerning his advertising cleverness. But it does business build in a steady year-in-and-year-out way.

The *obvious* never barn-storms an appropriation. But it gets all the business-building money it deserves to have.

If you are more interested right now in *how* to spend your money, than in *how much* to spend, we "can carry your grip right on the train."

For 16 years we have been specialists in advertising building materials and allied lines.

**TUTHILL ADVERTISING AGENCY**  
L. W. C. Tuthill, President  
1133 BROADWAY  
NEW YORK

stores, unlike the regular retailers, redoubled efforts to locate prospects.

Advertising was increased. A different policy was adopted with salesmen and direct-by-mail advertising. Formerly the circularizing was intended to develop leads. Now, replies to the direct-mail advertising are not expected. Where leaflets were one time mailed out in large number, they are now sent only a few at a time, and the mailing is restricted to a particular district where a salesman is working. Cards are enclosed with the circulars giving women an opportunity to sign a request to have a salesman call. Occasionally, these cards are signed and returned. But in most cases the salesman rings the door-bell on his own initiative. He depends upon the firm's reputation made by general advertising, and upon the circularizing to get him an interview with the "lady of the house."

Every home is canvassed that looks prosperous enough to own a washer or ironer and salesmen find that they are almost always given a courteous hearing, as they come representing a well-known firm, and use the direct-mail literature in a general way as advance notices. Sometimes women forget whether or not they returned the card requesting the salesman to call. Sometimes they frankly say that they intended to send the card but neglected it. At any rate every house that looks as if it ought to have a machine is called upon and calls repeated if the first fails to get an interview.

In many cases it develops that there is already a power washer in the home. That is a good opening for an ironer, which is seldom bought until a woman has learned to operate the washer. Then, too, the woman who has a washer almost always has a friend less fortunate than herself to whom she is willing to refer the salesman. Frequently she will arrange an interview by phone for the salesman.

No attempt was made to sell either appliance from a picture. What the salesman wanted primarily was an opportunity to bring

the machine to the house and do a day's washing, as a demonstration "without obligation." The difficulty in practically every case was to sell the housekeeper. She has little confidence in her ability to operate a machine, she is afraid that it will injure her precious fabrics, and afraid that the machine will be damaged or ruined by her unskilful handling.

#### SELF-DEMONSTRATION IS APT TO CLOSE THE SALE

Once the machine reaches the household laundry for demonstration, the prospective purchaser first observes how the salesman operates it. Then she is asked to start and stop it herself, and finally by the time the washing is completed she has performed each operation. The idea is first to sell the desirability of the machine, then to convince the woman of her ability to operate the machine satisfactorily. Actual contact with the machine in her home and with her fabrics, carries conviction.

Once the woman is convinced, the rest is easy. A man can easily be shown that it is a business proposition. Laundry bills with the hard laundry treatment, or worse yet, wages for doing the same work by hand to keep it at home, are weighty arguments for investing in a machine. It is harder to convince a man that the operation of the machines is so simple and easy that the women of his household will make continued and satisfactory use of them than to persuade him of the profitableness of the investment. The demonstration of the machine seldom fails to quiet such misgivings.

The purchase contract was made the easiest possible. Machines are sold on a cash payment as small as \$5 with fifteen months to pay the balance. Literally the machine pays for itself, while being used. So successful has the instalment plan been that losses because of failure to collect have been negligible, and payments have been so generally satisfactory that no collectors have ever been employed.

But to increase business in the company's stores alone was not



enough. They furnished only a small part of the outlet. Other dealers had to be enthused.

One of the first steps in encouraging the dealer to put more pressure on sales was to emphasize to him the value of a Gainaday franchise. Every one knows that the agency for a well-advertised and widely-used article is real property. The agencies for automobiles, for farm machinery, for well-known brands of clothing, for a moving picture exchange, to mention just a few of the most obvious, if protected by contracts can be bought, sold and mortgaged. This fact was presented from different angles through the trade press. Four-page inserts, printed in two colors, were used, and the copy dwelt particularly on franchise value.

One of the angles presented was that the Gainaday agency was worth twice as much as formerly, because it presented a possibility of two sales instead of one. The second sale—that of the ironer—would be to customers who had already bought washers. These customers, and possible customers, were already familiar with operating power machines. The ironer presented as much as or even more, saving of hard work than the washer. So two possibilities of profit were offered by the Gainaday company instead of one. Agents were left to make their own comparisons between the Gainaday and other companies.

It was not the idea of this campaign to accuse dealers of lying down on the job, nor to "pound them on the backs" to get action. Yet impressing them with the value of their agency, which always included a lot of prospects upon which valuable missionary work had been done, also an amount of good-will resulting from advertising and former sales which cannot be measured, had a tendency to open their eyes to their possibilities and responsibilities.

The policy of the company has always been to make no announcements of its own stores, how many there are or where they are located. It is thought that the

effect of a sales record or other achievement carries more influence if it is not known that the performance was of a company store. So when the salesmen called on Gainaday dealers with records of "other" stores, and explained the door-to-door method being used so successfully, it was less difficult to get dealers interested than if they had regarded it as something the company had done for itself, and something it was trying to get dealers to do for it.

Emphasizing the value of the Gainaday agency and the opportunities it offered created a splendid background in the mind of the dealer to receive the new idea of going out after the business that had not volunteered to come to them. It was not easy to teach dealers to sell upon demonstration. But having learned that lesson and found it profitable, early in their association with the company, it was much easier to get them started to round up the prospects with a personal call. The dealer's salesmen could present themselves as representing the Gainaday company, and thus avail themselves of the firm's prestige where it would be helpful in getting past the maid who answered the doorbell. The principal thing was to get salesmen out after orders—to call at every house that looked as if it could afford a machine.

#### SUCCESSFUL STORES ADVERTISED TO OTHERS

As soon as a few dealers tried out the intensive selling plan and found it successful—which practically every one did, acting on the suggestions and instructions of the Gainaday advertising and sales departments—they were added to the list of "best dealers" who were exhibited by salesmen as successfully using the intensive methods. The idea gathered momentum as it grew. The more dealers who were succeeding by going into the highways and byways and getting business, the easier it was to start new ones. Success was contagious—only the virus had to be carried by salesmen.

An especially attractive line of

# Canada's Greatest Market Place

There is no ONE national market in Canada—this country is a series of markets extending from coast to coast.

Some of these trading territories are separated physically from those lying nearest to them. Others are separated as effectively by the characteristics of the people—their needs, their

language, and the climate in which they live.

The Toronto & Ontario market is the most populous of all. It has the most well-distributed wealth. It is the easiest to "cover" with salesmen or advertising. It consumes more than one half of Canada's imports entered for home consumption. Please let us send you details.

By every advertising test, The Globe is the Dominant Newspaper in this Great Market. Particulars will interest you.

Circulation in excess of 100,000 daily—the largest circulation ever *gained* by a morning paper in Canada—nearly three times that of any other morning paper which does not secure its "subscribers" by giving premiums or purchasing subscriptions *en bloc*.

## The Globe.

TORONTO

*Member A. B. C.*

WILLIAM FINDLAY, Business Manager.

Verree & Conklin—New York, Chicago, Detroit, Portland, Ore.

"helps" was furnished, including window cards made up of sales suggestions printed upon triangular cards, of the same shape as the Gainaday triangle trade name used in reverse in every advertisement. These were attached to the window by stickers, and sometimes so arranged that they formed a large triangle of the same proportions as the separate cards.

Frequently dealers displayed a machine in connection with a set of the window cards, using ribbons or "leaders" to connect the part of the machine mentioned with the sales suggestion on the window.

Skeleton car-cards were furnished which provided space for the dealer to add his individual message, such as the terms of sale offered. A series of advertisements was prepared and electrotypes of the illustrations furnished. With these was the suggestion that advertisements for the washer should be used on Mondays, and of the ironer on Tuesdays.

Again it was easy to cite the success "other stores" had had with this advertising material in connection with energetic sales efforts, without specifically designating just *what* stores.

The dealer was not forgotten in the national consumer advertising. In one instance the copy stated: "Start lightening your burden of washday—there is a dealer near you, proud of his Gainaday franchise, who will be glad to serve you."

As a result of this campaign, founded upon the ability to see an opportunity, the Pittsburgh Gage & Supply Co. has been able to increase its rate of growth. And as every sale helps to make other sales, business never looked so promising for this firm, now nearly thirty years old, as it looks in the gloomy year of 1921.

H. B. McMaster, formerly with the Associated Metal Lath Manufacturers and the Association of Sheet & Tin Plate Manufacturers, has been appointed executive secretary of the National Steel Fabricators Association. For a short time the office of Mr. McMaster will be located in Canton, O.

## Prosperity to Be Nationally Heralded on Posters

THE Rotary Club of New York, at a meeting to be held at the Waldorf-Astoria October 13, will make public a plan for a nationwide use of poster advertising that it believes will hasten the return of prosperity.

The plan, which was brought to the attention of the Rotary Club by Ivan B. Nordhem, head of the Ivan B. Nordhem Company, outdoor advertising organization, calls for the use of 75,000 posters in 6,000 cities, towns and villages throughout the country for a period of three months, beginning in December and ending in February. The members of the New York club have raised a sum of \$60,000, which will partly cover costs for paper, ink, lithographic work, and shipping. The Poster Advertising Association will bear the costs for space and labor in posting. It is estimated that if the Rotary Club had to assume the entire cost of the campaign it would be necessary for it to raise a sum of \$1,450,000.

The posters will be black on white, and will carry twenty word messages. There will be no illustrations. The messages will be signed by President Harding and by members of his Cabinet. The messages will be on optimism, teamwork and co-operation. The plan has been approved by President Harding and Secretary of Commerce Hoover.

## Investment Company Account from New Orleans

The New Orleans office of the Ferry-Hanly Advertising Company has obtained the advertising account of the Mortgage & Securities Co., New Orleans investment firm. National mediums will be used and newspapers may be added to the schedule at a later date.

## M. E. Marks with Gravure Corporation

Maurice E. Marks, for the last two and a half years advertising manager of the Co-ed Dressmakers, New York, has become secretary and general manager of The Gravure Corporation, New York.

## Chicago—The Central Printing Market



One of the largest, most up-to-date and completely equipped printing plants in the United States.

### Printing Products Corporation

Successors to Good Will, Printing  
Equipment and Organization of

**Rogers & Hall Company**  
*Catalogue & Publication  
Printers*

*Artists : Engravers : Electrotypers*

Specialists in the art of Catalogue  
and Publication Printing for  
more than thirty years!

**Day and Night Service**

## A Printer Is as Good as His Equipment *Plus* His Organization

**Our Equipment** includes the latest and most efficient time-saving machinery—Linotypes Monotypes, Color and Rotary Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

**Our Organization** is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

**Our Plant** is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

**Our up-to-date** labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus we are right on **Quality, Delivery and Price!**

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy writers and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

### Printing Products Corporation

Successors to Good Will, Printing Equipment and Organization of

**Rogers & Hall Company**  
*Catalogue and Publication  
Printers*

*Artists : Engravers : Electrotypers*

Polk and La Salle Streets, Chicago  
Local and Long Distance Telephone Wabash 3381

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# Intimate Circulation

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**I**NTIMATE circulation means readers with a vital, personal interest.

The Ohio Select List of newspapers has an intimate circulation of 2,000,000 readers.

The typical Select List city has a population of 15,000.

The newspaper in a city of this size is part of the very life of the community. There are fewer elements to distract attention—fewer theatres, fewer places of amusement—more home life centered around the newspaper.

Select List newspapers have few street sales. Every paper goes home—to be studied.

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# tion of 2,000,000 Readers

Readers of The Select List have an implicit, personal sort of faith in their paper.

When you buy The Select List you don't buy white space—no, nor merely circulation—you buy the friendship of Ohio readers—intimate circulation—in up-and-going industrial cities—in one of the richest farming sections of our country.

Write for the 125 page book explaining intimate circulation facts.

## Ohio Select List of daily newspapers

Alliance Review and Leader  
Ashland Times-Gazette  
Ashtabula Star and Beacon  
Athens Messenger  
Bellefontaine Index-Republican  
Bellevue Gazette  
Bowling Green Sentinel-Tribune  
Bucyrus Telegraph  
Cambridge Jeffersonian  
Chillicothe Gazette  
Coshocton Tribune and Times-Age  
Delaware Gazette  
East Liverpool Review and Tribune  
East Palestine Star  
Findlay Republican  
Fostoria Times  
Fremont News  
Greenville Advocate  
Hamilton Journal  
Kenton News-Republican  
Lancaster Gazette  
Lorain Times-Herald  
Mansfield News  
Marietta Times  
Marion Star

Martins Ferry Times  
Marysville Tribune  
Middletown News-Signal  
Mt. Vernon Republican-News  
New Philadelphia Times  
Newark Advocate  
Niles News  
Norwalk Reflector-Herald  
Piqua Call and Press-Dispatch  
Pomeroy News  
Portsmouth Times and Sun  
Salem News  
Sandusky Register  
Steubenville Herald-Star  
Tiffin Tribune and Herald  
Troy News  
Uhrichsville Chronicle  
Upper Sandusky Union  
Urbana Citizen and Democrat  
Van Wert Times  
Warren Chronicle  
Wilmington News-Journal  
Wooster Record  
Xenia Republican and Gazette  
Zanesville Times-Recorder and Signal

## Robert E. Ward

*Director of Advertising*

New York  
225 Fifth Avenue

Chicago  
5 S. Wabash Ave.

# Emery Mapes, of Cream of Wheat Fame, Dead

Conspicuous Exponent of "Minnesota School of Advertising"—His Remarkable Career

**E**MERY MAPES, president and co-founder with F. W. Clifford of the Cream of Wheat Co., died October 10 at his home in Minneapolis of heart disease. He was in his sixty-ninth year.

Although Mr. Mapes was an extremely modest man, with a violent dislike for personal publicity, for years he was the veritable storm centre of the advertising world. Of strong opinions and unwavering convictions, he stuck to his business course undaunted and oblivious to the criticism that his actions sometimes caused.

Mr. Mapes started from scratch back in 1897, when the Cream of Wheat Co. was organized. Early in his career Mr. Mapes toted a sample case from hamlet to hamlet. Later he went into the milling business at Grand Forks, N. D. Mr. Clifford was his partner in this enterprise. The mill, however, was a small one, and in competition with the gigantic mills at Minneapolis, the venture was not particularly successful. The partners saw that they had an unpromising future in manufacturing a low-priced staple. They longed for a specialty which they could trade-mark and advertise and control, regardless of the vicissitudes of the market. At last Cream of Wheat was selected as the ideal product for a specialty business. It was with difficulty that \$25,000 was raised for the launching of the new product. Despite many years of travail and heartbreaking discouragements, the few original stockholders who had the courage to hold on to their investment, later reaped handsome dividends as a reward for their patience and foresight.

Mr. Mapes was the foremost exponent of what has come to be known as the "Minnesota School of Advertising." This advertising consists of large poster effects, with practically no copy, ex-

cept the name of the product and of the company. The advertising has always been the butt of professional criticism. Most advertising men could not see it. They complained that it told nothing about the product or its uses, and that it was entirely too flippant and undignified. But the rub is, notwithstanding these criticisms, the advertising brought home the dividends and kept the fireplace in Mr. Mapes's palatial office burning merrily. And what is still more peculiar, the success of the Cream of Wheat Co. dates from its adoption of this much abused type of advertising. In its early days the company used argumentative copy, but it did not seem to score heavily. Mr. Mapes was fond of saying that people do not want any reasons for eating his famous product. "They eat it because they like it and that satisfies me," he used to say. He had little patience with the health argument for foods. He held that the satisfaction of hunger with a food that pleased the palate was the only argument needed to sell foods. Of course the secret of the success of the advertising, if it needs an explanation, is that its persistency unforgettably burned the name Cream of Wheat into the consciousness of the public.

Rastus, the Cream of Wheat dandy, comes pretty close to being advertising's most popular character. This character, it is said, was discovered in Kohlhaas's restaurant in Chicago. Mr. Mapes and John Lee Mahin were being served a "stack of hots" or some other lunch-counter delicacy when the president of the Minneapolis concern suddenly recognized advertising possibilities in their waiter. A bargain was struck and the waiter's picture was obtained. His picture had been printed more times than that of any other colored man who ever lived, not excepting Booker Washington.



Mr. Mapes believed in keeping his business extremely simple. He had no organization to amount to anything, no salesmen or any sidelines. His distribution was as direct as A B C. He believed in letting his advertising do all his work for him. He steadfastly refused to add new products or to be disloyal to his original favorite in any way. In the sales end of his business, Mr. Mapes was the whole show. He once told **PRINTERS' INK** that he was the advertising department of the company "as well as occupying some other disagreeable functions, but while he pleads not guilty to the painting of the pictures which we use, he does everything else, and it doesn't take very much time at that."

Emery Mapes was one of the shrewdest space buyers who has ever graced the advertising business. The rate per line per thousand was his standard of measurement. Much of the controversy that raged around him a dozen years ago was due to his space-buying bargaining. In those days he used to try to push a good bargain to the limit. His refund contracts with the magazines occupied the centre of the stage of advertising discussion for years. At that time circulation conditions were chaotic, and Mr. Mapes was doing no more than trying to be sure that he got the circulation he bought. Now that the coals of that controversy have cooled, it is generally admitted that Mr. Mapes's efforts did much to bring about the stable circulation conditions that exist today.

Mr. Mapes was a master letter-writer. His epistles sparked with illuminating similes. **PRINTERS' INK** was favored with many of these brilliant missives. Some of them should be handed down as real literature.

Emery Mapes liked to impress people as being a gruff, unsociable being. Actually, however, he was a courteous and cultured gentleman. He kept up an atmosphere of being irreconcilable so as to keep himself from being dragged into the limelight where his aggressive personality would naturally take him.

## Philadelphia Agency Increases Staff and Accounts

The H. Arthur Engleman advertising agency, Philadelphia, has added Ralph Anspach to its staff as account executive.

M. Sussman & Sons, manufacturers of "Middishade Blue Serge Suits," have placed their account with this agency. Trade journal advertising, direct mail and a newspaper campaign west of the Mississippi is being undertaken for this concern.

## Joins Byron G. Moon Agency

Raymond K. Meixsell has joined the Byron G. Moon Co., Inc., Troy and New York, advertising agency, as production manager. For the last three years he was in charge of advertising and personnel of The Universal Savings Bank, New York, and previously was with the Beacon Press, New York.

## Now Leslie-Judge Circulation Manager

C. L. Barber is now circulation manager of the Leslie-Judge Company, New York. For three years he was with Doubleday, Page & Company, as assistant circulation manager and previously was with the circulation department of *Modern Priscilla* and of the International Magazine Company.

## Charles P. Knill, Jr., in New Work

Charles P. Knill, Jr., has resigned from the Typographic Service Co. and has become an associate with Wilbur Beach and Associates, advertising service, New York. Mr. Knill was formerly with the Chicago *Daily News* and Street & Finney, Inc., New York.

## Will Advertise Toys in Newspapers

The Toytown Manufacturing Company, Minneapolis, has placed its advertising account with Klau-Van Pietersom-Dunlap, Inc., Milwaukee. A campaign is being prepared to appear in rotogravure sections of metropolitan newspapers.

## Champion Spark Plug Appoints Nason

George B. Nason has been appointed advertising manager of the Champion Spark Plug Co., Toledo, O., succeeding H. L. Corey, resigned. Mr. Nason has been a member of the advertising department of this company for some time.

N. J. Leigh has joined the sales staff of Snyder & Black, lithographers, New York. Mr. Leigh was formerly with the J. R. Mayers Company, New York.



[better  
paper  
∞∞∞  
better  
printing



WAR  
STANDARD

# YOUR Printer



*Do you make him your partner  
or your victim?*

**B**RAINY men—men whose abilities would net them greater profits in other industries—spend their lives as printers because each day they learn something new about the work they love.

These printers, just as other notable men in other professions, are sometimes very timid. This may be because of their complicated subject, which they fear the buyer of printing does not clearly understand. Whatever the reason is, many buyers of printing construe it as an opportunity to force their opinions on the printer.

Why will many buyers of printing continue to think that printing is philanthropy? "You can't get something for nothing" is as true in printing as in any other business. And it is more evident, because nothing shows its cheapness quicker than cheap printing.

But if a printer does turn out a good job, even in the face of difficulties, what is his reward? Isn't it often only an opportunity to hand in a competitive bid on the next job?

Why is the printer so seldom allowed to feel a spirit of partnership with the buyer—to feel that he is working *with* him instead of *for* him? Why is the spectre of a lost account hung ever before his eyes?

Buyers of printing, remember this: The first step toward better printing is to make your printer your partner.

We can make this plea for the printer because of our intimate knowledge of the situation. Just a step away, we get a true viewpoint on both the printer and you.

We do our share for the printer and you by providing better paper. You can do yours by placing greater confidence in your printer.

S. D. WARREN COMPANY, BOSTON, MASS.

# REN'S

## PRINTING PAPERS

# SPECIMENS OF FINE LETTERHEADINGS

**T**WENTY-FOUR  
printed, engraved,  
lithographed, embossed  
and photogravure letter-  
headings on Brookdale  
Linen Bond are contained  
in a portfolio which will  
be sent on request to  
printers and buyers of  
printing.

HENRY LINDENMEYR & SONS  
32 Bleecker Street, New York, N. Y.



# How Case Capitalizes Tractor Contest Award

Advertising Following World's Championship Trials in England Is Directed Three Ways

THE outcome of the so-called "Lincolnshire Trials," recently held in England under the direction of the Royal Agricultural Society, caused the J. I. Case Plow Works Company, of Racine,

the users of tractors, another is directed to dealers and the third—logically enough when you come to think of it—is to the banker. The entire proposition, then, is knit together and set forth in newspaper advertisements.

After a seven days' test involving all features of construction and operation, the judges in the English contest awarded the Wallis tractor a gold medal proclaiming it as the world's champion in the three-bottom class—meaning the class of tractors that turn three furrows at a time. The award was looked upon by H.M. Wallis, president of the J. I. Case Plow Works Company, after whom the tractor was named, as justifying him in making the claim that the Wallis tractor could best any other of its class when it came to performing power. The slogan "More Acres per Hour" then was seized upon as the master selling thought of the campaign that now is in progress.

"The building of tractors for years past," said C. C. Younggreen, director of advertising of the Case company, "has been somewhat of an individual proposition in that there was no approach to standardization and no outstanding design. There were four-wheel, three-wheel and two-wheel types, for each of which certain superiorities were rightfully claimed. What we sought



**WALLIS**  
—more acres per hour—

**World-Wide Victory Important to Bankers**

The recent winning of the Gold Medal of the Royal Agricultural Society of England and first prize in the three-bottom class by Wallis—America's Foremost Tractor—is of prime importance to bankers who daily appreciate the economic capacity of farmer-clients.

This gold medal identifies Wallis as typifying the tremendous advance in tractor construction and represents an official recognition of the ability of the Wallis to farm more acres per hour, efficiently and economically.

**Help the Farmer in His Decision**

The purchase of a tractor should represent an investment, not a speculation. Bankers willingly loan money on an investment that is made to increase returns from a sound business. The Wallis Tractor bears this relation to the business of farming. Just as meritorious and sound investments are backed by reputable assets and managerial integrity, so is the Wallis Tractor backed by an unsurpassed inventory of cost-reducing, crop-increasing performance. Important, too, from the banker's standpoint is the very high re-sale value of the Wallis.

For three generations the builders of the Wallis Tractor have served the American farmer. The quality ideals of the company's founder—Leviathan I. Case—find expression today in the proved performance of the Wallis, the untiring efficiency that won and holds world-wide championship honors.

The application of modern business methods to agriculture is an economic necessity. Power farming promises the immediate and adequate way to increase yields and reduce costs.

**More Acres per Hour**

The Wallis is the first tractor to develop a draw-bar pull greater than its own weight.

The Wallis has the greatest horse-power for its piston displacement of any successful tractor motor on the market. The Wallis, because of its light-weight construction, operates on softer ground with a minimum consumption of power to move itself.

As a matter of farming information, you should know the Wallis Tractor, its enviable record of efficiency and the reputation of its makers. We will gladly send you literature for ready reference to your office library.

**J. I. CASE PLOW WORKS COMPANY, Dept. A9951, Racine, Wisconsin**

TEACHING BANKERS THAT A WALLIS TRACTOR IS A GOOD INVESTMENT FOR THE FARMER

Wis., to adopt for its Wallis tractor the advertising slogan "More Acres per Hour." And in an effort to give the slogan the widest possible circulation so that it would have the maximum effect in producing sales, Case now is carrying on an interesting advertising campaign to which there are three distinct angles. One presentation through farm mediums is to



## He scared

*"Are you sure of your man? Has he been with you long? Are you certain he is in no way connected with any competitor of ours and will not pass along any information concerning our product and processes?"*

**S**O wrote a new client after the first visit of one of our Account Executives. To him it seemed impossible that one untrained in his business could ask such searching questions, ones that penetrated straight through to vital points; could so quickly grasp the technicalities of machines and methods, of processes and product.

It's needless to say that this client's fears were groundless. Like all of our Account Executives, this one was a director of our Company, and was financially interested in it. He had merely followed the custom of our men, and had learned from *outside* sources much about this new client's goods, as well as those of his competitors, before making his *inside* investigation.

Our Account Executives are trained for the investigation of technical advertising and merchandising problems, and are skilled in the writing of advertising that *produces results*.

If you make any electrical product you will find a man within our organization who can talk to you in your own language. Should it be power plant equipment, or material handling machinery, or almost any other



red them with too much knowledge

mechanical appliance you will find at least one member of our organization who can meet you "upon your own ground." Whether your advertising and selling involves "merchandising" or "direct to user" problems you will find here men whose experience will aid in solving them.

This is a business organization of "business men" engaged in rendering effective and complete advertising service to manufacturers of machinery and mechanical and electrical appliances and products. It differs materially from a "General Agency."

We would like to have you meet us and visit us. We will gladly show and explain to you every detail of our work, and introduce you to each man in our organization.

**RICKARD**  
**& COMPANY, INC.**  
 PRODUCTIVE PUBLICITY  
 25 SPRUCE STREET, NEW YORK CITY



During the year 1920 we placed over 3,500 pages of advertising in Business Papers alone for clients using "Rickard Service."

This volume will be exceeded in 1921.

for the Wallis tractor was some clean-cut expression that would effectually sum up our claims so that the entire proposition could be presented concisely and forcefully to the buyer.

"In working out this problem, we proceeded confidently on the principle that power farming is the only way in which agriculture can be conducted so as to bring about the maximum operating efficiency. There is general agreement to this. But the question is, Which tractor should a farmer buy? There are many of them built by companies of high standing and great experience. What do these tractors insure the farmer? What is the record of their achievements? While the farmer has learned much about engines, motors and mechanical equipment in general, he is, in the final analysis, a farmer. The known reputation of a manufacturer and the proved performing power of the machine therefore will go farther with the farmer than technical descriptions showing mechanical excellence. The farmer is influenced by his neighbor's success or lack of success with anything he has recently purchased in the way of a tractor or any of the other modern improvements and accessories being acquired by the better class of farmers all over the country.

"This being so, we considered that we had an asset of incalculable advertising value in the opinion of the English engineers who awarded the Wallis tractor the prize for plowing more acres than any other tractor of its size. Looked at in another way it really was something beneficial to the American farmer in that it gave him the benefit of the opinions of people who ought to know something about tractors."

The company's advertising to the dealer and the farmer, in the exploitation of the English award, follows perfectly obvious lines. In both, prominent display is given to "The World's Championship Won by Wallis." The dealer and farm paper advertisements contain reproductions of the medal awarded by the Royal Agricultural Society. The dealer is

assured of prestige and profits and the farmer is told that a Wallis tractor means to him more acres per hour and a corresponding lower cost of production.

But the unusual part of the campaign is directed to the banker—to the man who probably will be called upon to finance the purchase of the tractor.

"The banker," Mr. Younggreen said, "rightfully believes that the purchase of a tractor should represent an investment rather than a speculation. The country banker is getting keenly alive these days to the necessity for introducing more economic business methods in farming. He wants the farmer to become a business man, with his accounts and records orderly and systematic and his costs in correct relationship to his production.

"The country banker must appraise the economic capacity of his farmer-clients and finance the purchase of equipment that is necessary to make their efforts more productive. Our investigations have shown that the average country banker is entirely friendly to the purchase of a tractor for the reasons just stated. But even though he may regard the tractor as being entirely necessary to the proper stabilization of farm operation, he is less qualified to judge of the merits of any particular make than is the farmer himself.

"Our idea is to sell the banker so completely on the Wallis tractor that he will automatically regard it as a sound and meritorious investment for a farmer to make. When we get this idea over to the banker, the farmer's borrowing problem will be simplified automatically—if he wants to borrow to buy a Wallis tractor."

In presenting the case to the banker as outlined by Mr. Younggreen, the main emphasis of course is placed upon the English award as showing the banker the relation the Wallis tractor bears to the sound business of farming. The advertising also stresses such assertions as that the Wallis tractor has a high resale value, thus increasing the desirability of the investment from the banker's standpoint.

# Fostering Consumer Good-will by Factory and Sales Co-operation

Advertising and Sales Promotion Expenditures Vitiated unless Sales  
Department Knows What Factory Can and Cannot Do

By F. L. Willis

Sales Manager, The Lewis A. Crossett Co.

A SALE is only one step in marketing. When the preparatory work of advertising, and of sales promotion through correspondence or by representatives, has resulted in an order, we still have the problem of consolidating the good-will thus established.

The customer is in an expectant mood. He has been influenced to place his order by statements regarding quality, service, or other advantages he is to receive, and he will be extremely critical of any failure to fulfil the promises made to him. Hence the sales division is vitally concerned in what the factory makes and how it operates.

Every sales executive who is marketing products for which there is a steady demand is engaged, in part, in the effort to sell the same people over and over again. His object in taking an order is not merely to see that the customer keeps and pays for the merchandise. His further aim is to see that the favorable impression which led to the order is retained and enhanced, so that future orders and profits are safeguarded. The continued satisfaction of customers is an exceedingly valuable asset. Indeed, even in industries where the nature of the product limits repeat orders, service departments are maintained to insure maximum performance or benefit to the users. Such departments have proved profitable in spite of the heavy expense involved.

So it is a sound conclusion that every sales department should be intensely interested in factory functions and standards, with the

idea of securing the utmost co-operation from the production division in removing all causes for customers' dissatisfaction.

## USUAL GROUNDS FOR COMPLAINT

The failure to meet customers' expectations is shown usually by complaints that:

1. Merchandise does not come up to the standard agreed upon.

2. Delivery has been unduly delayed.

3. Damage or shortages have occurred in transit.

4. Service otherwise has been poor.

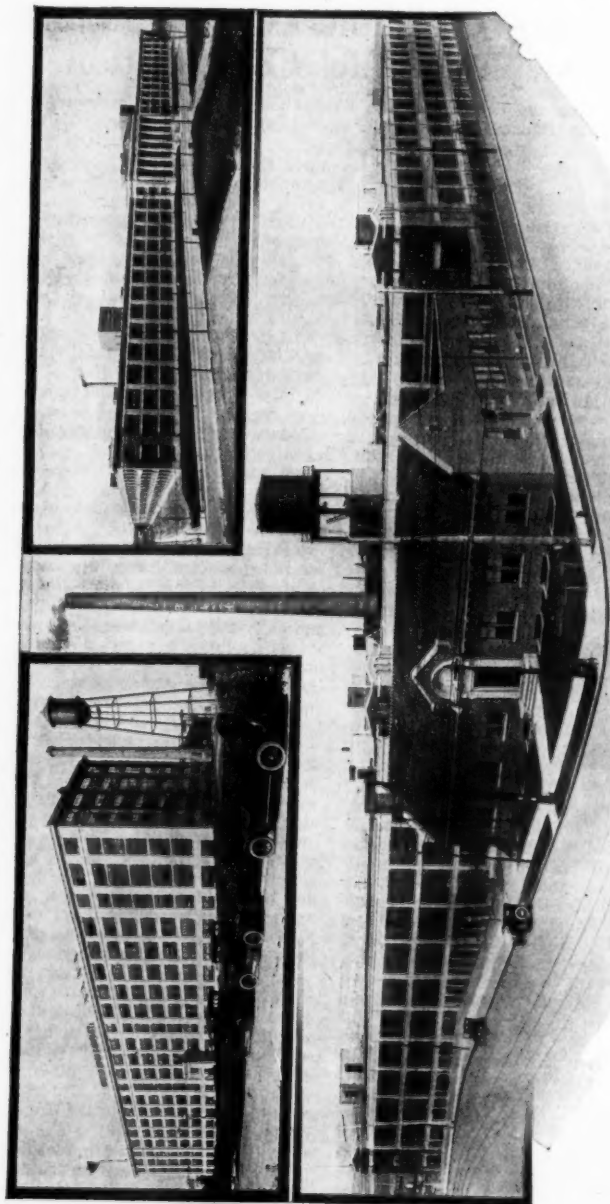
No sales department will admit for one moment that all complaints are justified by the facts. Unfortunately some are, and sales and factory executives should study together the causes of legitimate criticisms, and apply, to either or both departments, the remedies best suited to the individual conditions.

The opportunity for effective co-operation is before sales and production departments. They will make substantial progress along this line if they can approach the operating efficiency of the single proprietor who plans his product to best meet the existing demand, or creates demand for an article of utility, buys materials and supervises production, packing, and shipping. Always in the mind of such an individual is the need of co-ordinating financing, selling, and production requirements, each one with the others, in an endless chain; and therein lies much of his success.

In the more complicated forms of industrial organization, the effect of this intimate knowledge of all the details must be gained by a full and complete flow of

From an address before the national convention of the Society of Industrial Engineers at Springfield, Mass., on October 3.





*The Industrial City—*

ST LOUIS

## ST. LOUIS

**T**HE immense factories aggregating \$30,000,000 in St. Louis' new industrial district were not located in St. Louis through sentiment or tradition. They did not come to St. Louis by accident. The millions of dollars were spent after thorough analysis of St. Louis' money-saving advantages by careful heads of industry.

Today competition is not merely a commercial contest between business houses. Location, transportation facilities, nearness to raw materials, available fuel and labor, and ability to reach markets on a competitive basis are factors which *must* be considered in reducing costs and making price quotations.

*St. Louis has all of these advantages.*

Because of its central location, manufacturers in St. Louis ship from the center—not the rim. By rail and river, St. Louis shippers reach more than two-thirds of the United States with a shorter freight haul than any other big industrial center.

Great beds of raw materials lie adjacent to St. Louis, available within a short freight haul. The great diversity of manufacture in St. Louis acts as a constant balance, gives steady employment to labor, and furnishes a ready supply of workmen for new expansion.

*Write today for our booklet, "St. Louis as THE Manufacturing Center."*



General Secretary

**ST. LOUIS CHAMBER OF COMMERCE**

St. Louis, U.S.A.



## PRINTERS' INK

Coal is absolutely controlling in industry, and cannot be economically transported any great distance. More than one-twentieth of all of the coal mined in the world is mined within 100 miles of St. Louis. Fuel oil and electric current are plentiful.

New markets are not created over night. St. Louis has an established market. Your factory in St. Louis would not have to wait for a market to be developed. St. Louis is ready for you to build a Mid-West plant and has the facilities to move your goods.

information between departments, and constant study of the ever-changing requirements. A sympathetic attitude on the part of executives will be reflected in a more tolerant spirit on the part of salesmen, foremen and workers toward the problems of other departments, and then the quality and the service will more or less adjust themselves.

We face these difficulties with remedies which may be classified under the following:

1. Education—the securing of the correct point of view by each executive toward other departments and the training of workers.
2. Planning—including the orderly routine of details and the scheduling of production.
3. Records.
4. Inspection.

Some will disagree with placing education before planning, and perhaps justly, but I believe it has a logical claim to distinction as an effective remedy for disorganized details.

No business can exist without planning, however elementary the process may be. The orderly routine of sales, production, and inspection details is vitally necessary to the correction of the evils we must avoid, while intelligent estimates of market possibilities, finances and materials, and exact scheduling of production speak for themselves.

The compilation of adequate "records" is a part of planning. Their importance as an aid to the free flow of information justifies special consideration, but the details of their design are too voluminous to permit more than general mention here.

"Inspection," which is the most universally adopted device for the control of quality details, must be intelligent, exact, and impartial, if we are to avoid the variations in quality so damaging to the reputation of a business.

Industry in this country is spending tremendous sums of money in advertising and sales promotion, to market its various products. Inattention to details vitiates the effect of much of this expenditure, whereas a thor-

ough knowledge of what sales promises can be made safely, and a determined effort to see that every individual understands and carries out his part in fulfilling agreements, will safeguard this expenditure and increase the results from it. Certainly, no company officials can properly claim to have used all methods to build and maintain an enviable standard of quality and service, until the company has provided means for the maximum of co-operation between sales and production departments in fostering the goodwill with customers.

### Durant Motors of California Appointment

The Durant Motors of California has appointed Harold D. Carsey advertising manager. This is the first appointment of an advertising manager by one of the subsidiary manufacturing companies of Durant Motors, Inc., New York. Advertising managers have not been appointed in the four other subsidiaries, Durant Motors of Michigan, Durant Motors of Indiana, Durant Motors of New York, Durant Motors of Canada, Limited.

Louis H. Frohman, as reported in *PRINTERS' INK* of last week, is the advertising manager of the parent company. The national advertising for all the companies, and the preparation of catalogues and other direct-mail matter, will be under his direction.

### D. L. Hedges, Business Manager, "Good Housekeeping"

D. L. Hedges has been appointed business manager of *Good Housekeeping*, New York, succeeding C. H. Hathaway, who, as previously reported in *PRINTERS' INK*, has become vice-president of the International Magazine Co.

Mr. Hedges has been associated with *Good Housekeeping* for a number of years. During the last three years he has been advertising manager. The advertising department will still be under his general management, with F. N. Drake as Western advertising manager, Edward Stiner as New England advertising manager, and L. A. Weaver as Eastern advertising manager.

### Death of William H. Smith

William H. Smith, who for a number of years was associated with the Kelly-Smith Company, newspaper representatives, New York, died at Brooklyn, N. Y., on October 7, after a long illness. In his early years Mr. Smith was connected with the *New York Sun*. He entered the newspaper representative field some twenty years ago. He retired from the Kelly-Smith Company in August, 1917, because of ill health.

## Soliciting the Sales Manager for an Advertising Contract

It is a unique situation but we do it many times—and successfully—with the permission of the advertising manager.

### WHY?

Because of the unusual information our service department passes on at regular intervals to our advertisers in the supply and equipment field.

This is definite, tangible cooperation that has proved to be of untold value to sales managers.

So when the advertising appropriation is exhausted or limited, we rightfully ask permission to solicit the sales manager for a contract.

Nine times out of ten he sees the point and arrangements are made to give us the business.

Send for us to give YOU the facts.

## ASSOCIATION MEN

*Our service to advertisers insures  
unusual results. Ask about it.*

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. LaSalle Street  
Chicago

**T**HE International  
Magazine Company announces  
the appointment of D. L. HEDGES  
as Business Manager of

**GOOD HOUSEKEEPING**



**A**NNOUNCING an organization which has contributed definitely to the development of Good Housekeeping and one which we believe will constructively further the cause of advertising.



**Frederick D. Wood**  
*Director Sales Promotion and Marketing  
Division*

**F. N. Drake**  
*Western Advertising Manager*

**Edward Stiner**  
*New England Advertising Manager*

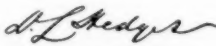
**L. A. Weaver**  
*Eastern Advertising Manager*

**Western Office**

*Representatives:*  
**C. R. Sammis**  
**Edw. Timmerman**  
**C. R. Freeman**  
**Donald E. Sperry**

**New York Office**

*Representatives:*  
**C. O. Davis**  
**O. L. Kaiser**  
**Harry Day**  
**A. E. Egger**



*Business Manager*

# We Want Two Men

We are the fastest-growing direct advertising house in America. Our success is due solely to the fact that *we get results for the client*. To aid us in carrying on this work we need, immediately, two high-grade men.

First, we want a man who has *ideas*. He must know merchandising. He must be familiar with the various channels of distribution, their possibilities and limitations. This man will be expected to make plans that will make sales. He should have a keen conception of layout, and an appreciative understanding of commercial art. We do not want a man who is deep in the rut, because, frankly, we shall expect to train him in our way of doing things; to introduce him to the intensive methods which have made for our success. If this man has had some technical or agricultural experience, so much the better.

The second man will be pre-eminently a word-worker. He must know how to write direct advertising copy that will make up the other man's mind. We do not want a producer of skimmed-milk copy; copy that glides gracefully along the surface of a subject, without saying anything or getting any place. The man we are seeking must get right down to the tip-end of the root of the matter, and build on facts. His messages must make men pause, ponder and purchase. That is the one thing we insist upon. While his forte will be the writing of copy, his ideas will also be sought in the working out of merchandising plans.

In both cases, the men who come to work with us will be given ample opportunity to "grow up" in a young man's organization. Perhaps you are one of the men we are looking for. If you believe that you are, write to us today. Send us a photograph of yourself, and samples of the work you have done. Also, give us an idea of the salary you would require. Your application will be held in strict confidence.

## The Direct Advertising Corp.

W. E. HENKEL	- - -	Chairman of the Board
BURTON BIGELOW	- - - - -	President
MAXWELL DROKE	- - - - -	Vice-President
A. J. RANDALL	- - - - -	Secretary
B. G. SALTZGABER	- - - - -	Treasurer

538 North Capitol Ave.

INDIANAPOLIS, INDIANA

## "Lecturing" the Prospect a Doubtful Practice

Copy Man Believes It a Great Error to Intimate to the Reader That He Is a Poor Judge, a Slacker, a Reactionary or a Slouch!

By Arthur F. Edmondson

"ONE thing I learned in writing copy many years ago," said the Copy Man, "was to avoid lecturing the reader or reading the riot act to him. You can't sell goods that way successfully, on paper or on the floor. Nobody likes that sort of treatment.

"We all have a perfectly stupid little private notion of our own that we are rather smart, alert, clever and intellectually bright. And when a piece of advertising copy hints that we lack these qualities, we resent it.

"It is far too easy to fall into the 'nagging' style of approach. Just as some people acquire that utterly disagreeable habit in everyday life, so there are copy writers who think in terms of constant reprimand. They are forever discovering the faults in human nature and arguing for the product by arguing against some human frailty. This may sound safe and sane, but it fails to work out. 'Catch 'em with honey' is one of the shrewdest business thoughts ever penned.

"As I say, I learned my little lesson early in my copy-writing career. The thing was demonstrated to me in a way that left an unforgettable impression. I went up to Canada with a growing agency, and the first assignment turned over to me was a newspaper series for a large paint house. There were to be twenty-four singles, doubles and four-column advertisements.

"Before I began to write the copy, I took a trip through a number of towns, and it seemed to me that I never saw so many houses in bad condition because of lack of paint. This was particularly true out in the farming districts.

"I returned to my desk in a rather resentful frame of mind.

I was out of patience with all those people who were so shortsighted. Paint was a preservative. The houses were having their lives shortened through neglect. It seemed incredible that people could be such blooming idiots. That thought kept running through my mind. It was the wrong slant absolutely for a copy writer to have. I was in a fighting mood, not a selling mood—and oh, the difference in results!

PEOPLE DON'T GET EXCITED THAT WAY

"I find that you can't browbeat people into doing anything. It is very true of the present generation. You can't insult them into doing it, or make them angry enough to do it. They fight back. They think more of preparing an answer than of reasoning it out along quiet lines. You have aroused a spirit of antagonism. I could always get more out of my boy by reasoning pleasantly with him than by telling him how dummed ignorant and stupid he was.

"A week was required in the writing of that Canadian paint campaign. And I did not cool down, mentally, until the job was finished. The headlines and the text had 'sting' to them. I had the verbal whip in my hand and was lashing the air.

"Let me see if I can recall some of the headlines: 'What Do Your Neighbors Think of Your Neglect?' was a fair sample. The illustration was of two people, a man and a woman, pointing out a neglected, unpainted house, and commenting upon its unsightly appearance.

"And another: 'Mighty Poor Logic, This!' The text went on to say that a man showed poor



reasoning power when he deliberately allowed his house to go unpainted. It was wrong-headed logic. It did not work out. The house went to pieces and decreased in value. No man with any sense at all would sacrifice years of wear, simply because he did not want to buy a few cans of paint.

"Well, when drawings and copy were ready, I submitted the outfit to an elderly man connected with the paint concern. I can see him now, as he sat there in his office, reading them carefully, word for word, looking at the illustrations, and shaking his head. He was not pleased.

"Frankly," said he, 'I do not care for this campaign.'

"Why not?" I flared back. "What's wrong with it?"

"Because," said he, 'it assumes all the way through that the prospect is a fool. It takes him to task. It puts him in an uncomfortable position. The truth is not always pleasant and it certainly makes the worst possible advertising. The trend of this series is that our people, in towns and country, are neglectful, cheap, short-sighted and ignorant. It will make them very angry. I do not think that is the way to sell paint.'

#### BLUNDERING INSISTENCE ON A WRONG IDEA

"I used the same methods in talking with this man that I had used in my advertising material. I railroaded my own thoughts through. I would not agree that anybody else had an idea worth considering. And then I cleared my decks for action along different lines; I argued that the only way to make a man paint his house was to tell him how sinful and unprofitable it was not to do so. And he would never recognize this neglect until we presented it in picture form and talked about it with words.

"I would like to intrude the thought here that this is the way most young men who write that sort of copy come back at you, even now, when they protect

their copy offsprings. It sounds fine in a conference, but it fails to work out in actual practice.

"I pointed out to the Canadian paint manufacturer that you can shame a person into correcting a fault when kind words get nowhere. But he was past fifty and level-headed, and he would not change his opinion, simply because I pounded a table and gabbed.

"However, he played the game with amazing equanimity, for here is what he said, in substance:

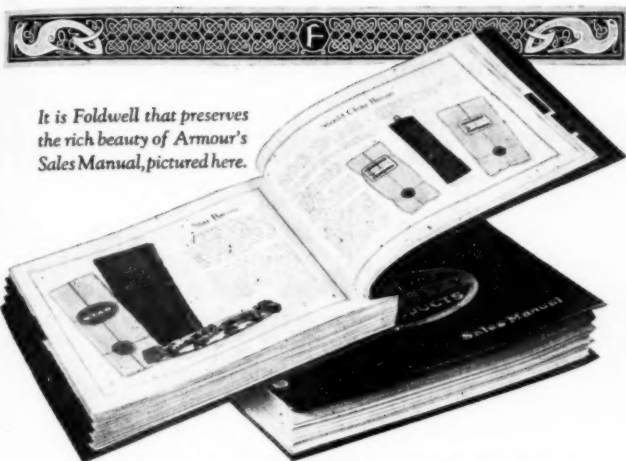
"Very well, if you think this is the newspaper advertising we should use—if you think it will sell paint, I will approve of it, just as it stands. You folks are advertising agents and ought to know more than a mere manufacturer. We place complete confidence in you and your judgment. Personally, I do not approve of the approach, but I will not allow my own ideas to intrude. Go ahead!"

"And we did!"

"Later, I wished many times that he had refused to O. K. a line of that campaign. It was more than a failure; it was a blunder and a bit of damaging propaganda. I can't say for certain how many letters were received, but I think half of Canada wrote in and complained. The dealers kicked and the consumers kicked and everybody kicked and the contracts for space were cancelled and new copy prepared on the run. The older man was right and I was terribly wrong.

"I left for home immediately. They fired me, and they did exactly right. And so I learned my lesson. I have never made the same mistake again. Every line I write and every argument I bring out is of the sugar-coated variety. I have learned not to insult any prospect. There is a better, a far, far better way. Vinegar will always be vinegar. People never like to be lectured, criticized, taken to task.

"Now, when I see the type of copy I used to write, I have the feeling that some young man has written it, or, in any event, a man



*It is Foldwell that preserves the rich beauty of Armour's Sales Manual, pictured here.*

## See What You Can Do With Foldwell

**STUDY** the illustration above. Notice the bulk of this loose-leaf sales manual which numbers 1500 pages. Think of the many times it is referred to—opened and closed—thumbed back and forth.

Does it occur to you that only the durability of the paper on which it is printed preserves the attractiveness of this book and its beautiful illustrations?

You, too, can produce remarkable catalogs, booklets or broadsides by printing them on Foldwell.

It will pay you to use Foldwell. For it is the only paper manufactured by the formula in which exquisite printing surface is combined with perfect folding qualities and rugged durability. See for yourself what you can do with this paper. Send for samples of stock.

CHICAGO PAPER COMPANY, Manufacturers  
Department A, 871 South Wells Street, Chicago

Distributors  
in all  
Principal Cities

Coated Book  
Coated Cover  
Coated Writing



Who ever heard of a  
rubber company having an

## *Idea Department?*

Well, we have. And here's the how and why:

We've been making sales-making balloons a long time and during that time have seen many advertisers use them to their profit.

We know how the other fellow is doing it. Besides we employ first-class sales and advertising counsel. Write to us about your proposition and our Idea Department and our counsel will consider *your particular proposition*.

If we see where and how you can use balloons to your profit a complete selling plan will be prepared and sent to you without obligation.

A plan specially prepared for *you* and *your* product. Fair enough? All right, drop us a line today!

Tell us what you make, through whom you sell it, etc.—we'll do the rest—no obligation!

Here's the address:

*Idea Department*  
**The Perfection Rubber  
Company**

2093 Columbus Road, Cleveland, Ohio



who needs a vacation, whose nerves are beginning to break down, who would do well to take a tonic.

"We can't always look on the sunny side, perhaps, in writing copy. We can't pollyanna a campaign to the point where it giggles itself to death. We can't refuse to point an occasional moral or deliver a needed lesson, but we can find a sunshiny way of doing it.

"A friend of mine sent me an advertisement not long ago. It bore the significant caption: 'Pancakes made Mother's way!'

"And he wrote on the margin these words:

"If I handed this advertisement over to my wife, she would throw a pan at my head. No wife ever likes to have her husband remind her that Mother was such a fine cook. Questionable psychology for advertising copy to the American housewife, don't you think?"

"My answer would be 'yes.'"

### National Chain Store Convention at New York

The National Chain Store Grocers' Association held its first annual meeting recently at New York City. Organizations controlling 12,000 stores were represented at this meeting.

The officers elected were: President, Harry L. Jones, Grand Union Tea Company, Brooklyn, N. Y.; first vice-president, B. H. Kroger, the Kroger Grocery & Baking Company, Cincinnati, O.; second vice-president, Henry Kohl, National Grocery Company, Jersey City, N. J.; third vice-president, E. G. Yonkers, Sanitary Grocery Company, Washington, D. C.; secretary-treasurer, Alfred H. Bekmann, New York. Executive committee—M. G. Wrightson, the Great Atlantic & Pacific Tea Company, Jersey City, N. J.; James Reeves, Daniel Reeves, Inc., New York; James Butler, James Butler, Inc., New York; C. L. Adams, John T. Connor Company, Boston, Mass.; D. Pender, D. Pender Grocery Company, Norfolk, Va.; H. G. Hill, H. G. Hill Company, Nashville, Tenn.; Albert Ivison, the Quaker Maid, Inc., Louisville, Ky.; C. Potter, P. H. Butler Company, Pittsburgh, Pa.; S. M. Flickinger, Flickinger Stores, Inc., Buffalo, N. Y.; Matthew Smith, Matthew Smith Grocery Company, Cleveland, O.

### Pump Account for F. R. Steel Agency

The F. R. Steel Company, Chicago advertising agency, has secured the account of the Chicago Pump Co., Chicago. Trade papers will be used.

### Advertising Amenities

ROCHESTER, Sept. 27, 1921.

Editor of PRINTERS' INK:

In these days of close competition the practice of "knocking" one's competitors is flourishing once more.

An exception to this attitude is shown in the following paragraph from "The Ambassador," a publication of the Niagara Paper Company, Lockport, N. Y.:

"Although 'The Ambassador' is published to boost Niagara papers, there is a compelling force which prompts me to mention the Strathmore Paper Company this month. This force is the excellence of 'A Grammar of Colors,' recently received from the headquarters at Mittineague, Mass. This book is by far the most comprehensive and elaborate treatise on color, its use and value in printing, that I have seen. Any man who wants to know what colors he should use and with what colors he should use them can get the information he seeks in 'A Grammar of Color.' From a production standpoint it is a remarkable specimen of printing. From an educational standpoint it is both interesting and instructive and should be in every print shop."

More power to the both of them.

WENDELL D. STRAWWAY.

### New York Central to Sell Stock to Employees

In a letter addressed to workers in all branches of the service the New York Central Railroad has offered to sell stock to employees and accept payment from their earnings in monthly instalments extending over a period of two years. Stock thus subscribed for will be bought in the open market and will be charged to the purchaser at the market price paid therefor. Employees subscribing for stock will be credited with the dividends and charged with six per cent interest on deferred payments.

The announcement of the plan makes it very plain that subscriptions for stocks by employees must be entirely voluntary and that the status of workers will not in any way be affected by the purchase or non-purchase of shares.

### H. K. Dugdale on University Faculty

H. K. Dugdale, of the Green-Lucas Company, Baltimore advertising agency, has been appointed to the faculty of the School of Commerce of the University of Maryland and reappointed to the staff of instructors of the Baltimore Business College.

### In New York for "Plant-Restaurant Management"

R. M. Lundstrom has been appointed Eastern advertising manager for *Plant-Restaurant Management* and *School and College Cafeteria*, both published in Chicago. Mr. Lundstrom was transferred from the Chicago office. His headquarters will be New York.

# When Manufacturers "Horn In" on the Efforts of Their Advertising Competitor

Is This Unethical and What Can Be Done about It?

BUREAU OF ENGRAVING, INC.  
DAVENPORT, Ia., Sept. 20, 1921.

*Editor of PRINTERS' INK:*

I overheard an advertiser say the other day that he was not going to do any publicity work for the reason that his biggest competitor was in the midst of a big, expensive, national publicity campaign and that he would hook on to the advertising so as to get the benefit of it himself.

We all know the ethics of procedures such as this, but aside from that, can you cite me any instances of either the success or failure of such tactics? Any references to previous articles in *PRINTERS' INK* on this subject will be much appreciated.

D. D. DEWEY,  
*District Manager.*

THE situation which our correspondent depicts is a common one. There are always dozens of manufacturers basking in the sunshine of the big advertisers of their field. The same principle runs all through business. Under the wing of every large department store are a number of little retailers who are satisfied to catch the crumbs that fall from the big fellow's table. In the shadow of the office of the famous physician or surgeon, you will find many lesser lights crouched about, hoping to get some of the overflow from the giant's practice. Just as the planets have their satellites, so have successful men their parasitic competitors.

We do not believe that the question of ethics is involved in this situation. Every manufacturer has a perfect right to accept whatever "unearned increment" he may be able to derive from his competitor's advertising. He is bound to get some of this increment, whether he deliberately seeks it or not. It is indisputable that all good advertising benefits the entire industry.

Generally speaking, though, very few manufacturers deliberately remain inactive themselves and let their competitors advertise for

them. They do not advertise on their own account because they are not fully sold on advertising. At the very moment they may be gaining some benefit from the efforts of their big rival, they may be ridiculing him "for wasting money in advertising." We believe that most of these concerns are perfectly honest in their attitude. They certainly have no conscious intention of "horning in" on what the other fellow is doing. They may be shortsighted, but we cannot say they are unethical.

A more important phase of the question is, can a manufacturer afford to advertise for the benefit of his competitors? Is there anything he can do to confine the rewards of his advertising to his own product? The answer to the first query is that most experienced advertisers are not worried because of the occasional handout they may pass to a camp follower. The answer to the second is that the fruits of advertising cannot be restricted solely to the advertised article. There is an inevitable overflow which is bound to enrich all rival products that it reaches.

Most manufacturers are satisfied to know that advertising helps their business and that it is a profitable investment for them. Discontinuing a paying investment simply because someone else may get a little profit out of it also would be like cutting off the nose to spite the face. Of course, most broad-minded advertisers would like to see their competitors advertise. They realize that the more advertising teamwork there is in the industry, the better it will be for everybody concerned. In many lines there is so much educational promotion to be done that the more hands joined in the work the quicker the job will be done. Markets expand more rapidly when sev-

## Strictly Confidential

the big guys of the Springfield Direct Mail Convention & Exposition gave us the "Smoking Room" at the Auditorium—

Alright, if that's their game, we'll just say—

If there's anything you fellows want, come to the Inter-Club Smoking Room and ask for it!

**AUTOMOBILE CLUB**

**CHAMBER OF  
COMMERCE**

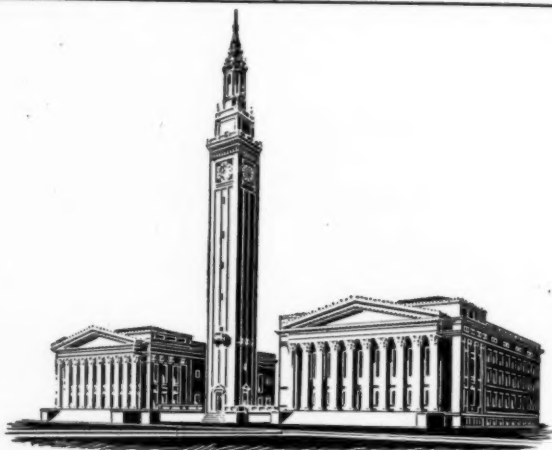
**EXCHANGE CLUB**

**JUNIOR  
CHAMBER OF  
COMMERCE**

**KIWANIS CLUB  
PUBLICITY CLUB  
ROTARY CLUB**

**Direct Mail Advertising Association's Convention  
and Exposition**

**October 25, 26, and 27  
Springfield, Massachusetts**



## Lithography

At the Convention in Springfield many of the most outstanding exhibits of effective advertising will be the products of lithography.

Among other aids to advertisers, our plant manufactures labels, lithographed folding boxes, window display advertising, counter cards, folders and the *Brooks Display Container*.

Exhibit Booth Number 64

### BROOKS BANK NOTE CO.

Springfield, Massachusetts

New York

Philadelphia

Boston



FACTORY - SPRINGFIELD, MASS.

eral companies are developing them. That is why we find advertisers in several fields doing all they possibly can, both through persuasion and by example, to get their competitors to join them in developing the industry. We know of one line in particular where until recently it was necessary for the advertisers in it to devote 75 per cent of their advertising to broad consumer education, which helped all companies having a similar product to sell. Only 25 per cent of the efforts of these advertisers was left for the promotion of their own particular brands. But they were glad to back this unselfish programme. The educational work had to be done, or the demand for the industry's product would have suffered grievously. Recently a better co-operative spirit took possession of the business and there are now dozens of advertisers in it instead of the five or six that stood the educational burden for years.

That is what usually happens. One or two indomitable advertisers do the pioneering work, and then after the trails are blazed the less daring souls join in. By that time, though, the pioneers are so far in the lead that their permanent leadership in the industry is assured.—[Ed. PRINTERS' INK.]

### E. C. Morse with C. H. Wills & Company

E. C. Morse, who recently resigned as vice-president and general manager of The John N. Willys Export Corporation, has become sales manager of C. H. Wills & Company, Marysville, Mich., maker of Wills Sainte Claire automobiles. Mr. Morse was for seven years manager of the foreign department of the National Cash Register Company, and has been vice-president and general manager of The Chalmers Motor Company, of Detroit.

### Women's Ad Club Gives Scholarships

The Women's Advertising Club of Baltimore has announced four scholarships of advertising courses—two to the Johns Hopkins University and two to the University of Maryland. These scholarships are open to young women in Baltimore who desire to enter advertising as a profession, and the awards will be made on merits.

### Giving the Engineer His Due

"There are many instances where the engineer behind an industry, whose ingenuity and training have made success possible, remains hidden and unknown, while the man with the check-book receives and appropriates all the glory as well as the financial rewards," says *American Machinist*. "It is, therefore," it continues, "particularly gratifying to note the action of the Franklin Automobile Co. in proclaiming to the world its indebtedness to John Wilkinson, the designer of the Franklin car and the engineer whose perseverance made the air-cooled motor a successful commercial proposition after so many had failed and abandoned the idea.

"In a neat booklet entitled 'In Honor of John Wilkinson' issued on the twentieth anniversary of the Franklin car, is the story of the development and the perseverance which made it a success. A brief outline of the development is given as is full credit for the achievement. Other engineers, of course, added the results of their experience, but to John Wilkinson belongs the major credit for the success achieved.

"If more concerns followed this practice of publicly crediting their engineers and designers with their successes, there would be a much greater feeling of loyalty than now exists in too many instances. The sooner large concerns learn that in honoring their engineers they also honor themselves, the better co-operation they will receive."

### Mrs. O'Leary's Cow Gets into Advertising

A special advertising campaign designed to educate the people of Chicago in taking precautions that will minimize the danger of fire is part of that city's observance of the fiftieth anniversary of the time when Mrs. O'Leary's well-known cow is reputed to have kicked over a lamp and caused the great Chicago fire of 1871. The time from October 8 to 14 has been designated as a "No Accident-No Fire Week," and during that time educational advertising is being run in daily newspapers, business papers and foreign-language publications. More than a million pieces of direct advertising matter are being distributed. The fire loss in Chicago last year was \$11,800,000, and the safety council of the Chicago Association of Commerce is putting on the campaign in an effort to cut this loss.

### Bloomington - Weiler Agency Will Advertise Toilet Preparations

The Friedrich & Friedrich Chemical Company, of Philadelphia, has placed its advertising account with the Bloomington-Weiler Advertising Agency, Philadelphia. A line of women's toilet preparations will be marketed, the initial campaign calling for three insertions a week of ten, six and four inches in all the papers of Pennsylvania, Delaware, New Jersey, Maryland and Virginia.



# What's Wrong with the Existing Market System?

Answers to the Main Criticisms against the Present System

By Paul Wesley Ivey

Professor of Marketing, University of Nebraska

THE present system of distributing goods is under fire from many sources. Socialists, social reformers, co-operationists, communists, and many organizations of different kinds are complaining of the inadequacy of our distributive system, especially as regards retailing. Some fantastic plans have been advocated for eliminating middlemen by selling direct from the producer to the consumer. Other critics would have the Government administer the distribution of goods, believing the old fallacy that through some miraculous power the Government can accomplish for individuals that which they are unable to accomplish for themselves. Still others believe that co-operative societies must displace the present system.

Through all of this confusion of ideas, and in spite of the numerous indictments issued against the retailer, he continues to distribute nine-tenths of the goods consumed, while his numbers increase at a greater rate than population. It is true that this apparently healthy growth in numbers may merely be an appearance of success and permanence which, in fact, does not exist. In other words, there may be certain fundamental evils in our present system of retailing which will eventually corrupt the whole system and bring about its own destruction, thereby paving the way for some scheme in which these elementary errors do not exist. To analyze carefully these alleged disadvantages or evils in our present system and ascertain how far they are in accord with the facts, is the work of the student of marketing and

business problems. The answer to the question whether the present system of marketing must be scrapped, depends on whether the evils that do exist can be eliminated when their cause is known.

The first main criticism against the present market system is that advertising and salesmanship do not confine themselves to furnishing what it is found the customer wants, but exert a subtle and powerful influence in determining what the customer *shall want*. It is asserted that whereas formerly customers were definitely aware of the goods necessary to satisfy their needs, they are now forced to the defensive; that they no longer buy on their own initiative, but merely purchase those things that they are importuned to buy. Thus the customer no longer makes independent choices but is controlled by the will of producers and distributors of commodities. Moreover, it is urged that this outside influence often acts unconsciously on the customer so that the latter may believe that he is making the best choice.

This criticism rests on a hasty analysis of the situation. The fact is, rather, that in most cases the retailer co-operates with the manufacturer in educating the public to realize that new capacities for satisfying unborn wants have been created. The process described as "creating wants" is merely that of bringing into consciousness wants that already exist. Capacity cannot be created if the ability to utilize does not already exist. This is illustrated by the entrance and hasty exit of the hobble skirt. Producers and distributors could not "create" a capacity or desire for utilizing that commodity. Attempts to force on consumers merchandise

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# Strathmore is part of the picture

at the

Fourth Annual  
Convention and Exposition

of the

DIRECT MAIL ADVERTISING  
ASSOCIATION, Inc.

and its affiliated organizations

*Springfield, Massachusetts*

OCTOBER 25, 26, 27

THE Convention Program insures you a year's supply of ideas from the experiences of the country's foremost advertisers, who will tell of their use of Direct Mail Advertising and how it teams up with the magazine, the newspaper and the billboard.

All the country's leading printers, lithographers, papermakers, direct mail specialists, novelty manufacturers and allied industries will exhibit. For more definite information write The Publicity Club, Box 1061, Springfield, Mass.

STRATHMORE PAPER COMPANY  
MITTINEAGUE, MASS., U. S. A.



# OLD COUNCIL TREE BOND



. . . . IT WAS ON THE  
RECOMMENDATION OF  
**OLD COUNCIL TREE**  
**BOND** THAT THE OWL  
MARK WAS ACCEPTED  
BY THE PUBLIC AS A  
GUARANTEE OF PAPER  
VALUES. . . . .



"NOTE THE TEAR AND WEAR  
AS WELL AS THE TEST"

MANUFACTURED BY

**NEENAH PAPER COMPANY**

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

which was the "latest," the "rage," the "most commonly desired by the best people," have often failed to succeed. The most aggressive and clever advertising and salesmanship have been unable to sell two-colored shoes in some localities. On the other hand, the need and desire for better cooking utensils undoubtedly existed long before aluminum cooking utensils came on the market, but salesmanship and advertising had to exploit the advantages of this merchandise before the public became conscious that a long unfulfilled want could now be satisfied. If aluminum ware had been discovered fifty years ago it would just have surely discovered its counterpart, viz., desire.

To maintain, therefore, that the customer no longer makes independent choices, but is controlled by the will of producers and distributors, is to overlook the facts. It is more accurate to say that modern advertising and salesmanship ascertain wants, rather than to maintain that they determine wants. The successful merchant or manufacturer recognizes and works in harmony with this principle.

The second main criticism of the system of retail distribution is that the old policy of *caveat emptor*—"Let the buyer beware!"—is still dominant. This charge is untrue. Unquestionably, in former days, trade was looked upon as a combat in which the interests of the customer were opposed to those of the retailer, and vice versa. This idea persisted because of a false idea as to the nature of exchange. It was believed that when goods changed hands only one party to the transaction could gain; that the other must necessarily lose. Hence, both buyer and seller exerted all of their powers of cajolery, cunning, brow-beating and haggling, in order to get the best of the bargain. The customer naturally looked upon the retailer as an enemy, as one to be feared, from whom, however, it was necessary to procure the necessities of life. On the other hand, the retailer came to look upon the

customer as his natural prey to be taken advantage of if possible.

This situation has changed markedly for the better. Many of the harmful practices of earlier days have been eliminated. Both retailers and customers are realizing that trade is not based upon mutually exclusive advantages, but upon mutual benefit.

At this point a third main criticism of the marketing system presents itself. Even granting, it is urged, that the retailer is able to give the consumer advice and counsel in purchasing, the cost of this service to society is prohibitive. It is said that the retailer's "advice" costs the consumer about a billion dollars a year, and, as it is biased, it is not worth this amount to society.

This point has already been covered by implication. It is sufficient to say that goods are not produced, in the true sense of the word, until they are marketed—until they reach the consumer. The advice of the retailer is part of the costs of getting the goods to the consumer. No matter how expensive this process, it is worth the price, provided, first, that the goods are marketed economically, and secondly, that the advice of the retailer produces results that are satisfactory to the consumer.

It is evident that for each customer to work out the values of each article for himself would be uneconomical. Some specialized agency must perform that function. The retail store attempts to transmit to the customer the information given it by the manufacturer, manufacturer's demonstrator or salesman, jobber, wholesaler, or importer. The knowledge about the goods is part of the goods; the two cannot be separated. If the goods are sold without explanation, the customer has not received what rightly belongs to him.

It is evident, also, that if the advice of the retailer produces results that are satisfactory to the customer, the amount of money such advice costs the customers is justifiable. Competition between stores is continually seeking to bring out the truth about the

**MR. EXECUTIVE—**

According to the Standard Rate & Data Service your message reaches the most readers by using these publications—and, at the lowest cost.

**CLIENT—**

Do they show rates there, too?

**SPACE BUYER—**

Yes, sir. And all figures in the Service are accurate. Why! It's the National Authority.

*Indispensable in the organizations of advertising agencies and advertisers, when exercising that judgment which results in the wise selection of media.*

## STANDARD RATE & DATA SERVICE

*The National Authority*

**YOU DO NOT OBLIGATE YOURSELF WHEN TAKING ADVANTAGE OF OUR 15-DAY FREE TRIAL OFFER.**

Use the coupon below—It's for your convenience!

Standard Rate & Data Service,  
325 West Fort St., Detroit, Mich.

Dear Sir: Please send on approval—fifteen days' free examination—copy of your current issue. At the end of fifteen days, we will either remail the copy to you or remit thirty dollars (\$30)—which covers one year's service—twelve monthly issues.

Name .....

Address .....

goods; it is continually exhibiting shallow attempts at deceit. Customers are seldom tied up, body and soul, to any one store; they shop. Extravagant claims may be made by some dealers, but these may be offset by modest assertions backed up by a reputation for honesty on the part of others. Biased opinions regarding merchandise exist, just as biased opinions exist regarding politics, religion, education, etc., or any other subject—and for the same reason, viz., because people think differently and see things in different ways. Only in the minority of cases are biased opinions purposely advanced to mislead the customer. Permanent trade is desired by most merchants, not merely present sales. To secure permanent trade the customer cannot be made the victim of consciously biased advice.

Only through the statement of rival claims can the truth be most easily sifted out. In the case of vacuum cleaners, one salesman says that his machine has three points of superiority over his nearest rival, viz.: (1) the switch will not get out of order; (2) the motor is dust-proof; (3) it beats as well as sweeps the carpet. The salesman of a competing machine says that, while all this may be true, his competitor's machine takes the nap off the carpet and is, therefore, fundamentally destructive. On the basis of such claims and counterclaims, a buyer is stimulated to sift out the truth and arrive at an intelligent conclusion.

It may be true, and often is, that salespeople really believe that their article is the best. Naturally their advice and counsel is biased if they have not examined the entire field of similar merchandise. The customer should be stimulated by salespeople's claims to investigate the relative superiority of goods as regards the purpose it is desired they should fulfil. Some intelligence on his part must be assumed. It cannot be expected, however, that stores will be without honest bias.

The final charge against the existing marketing system may be

# Greetings!

WHAT WILL YOU SAY for the business favors received *this* year? You'll say "Thank You!" from the bottom of your heart! Those good friends whose orders have kept you going deserve about the finest thing you can send them in a Holiday Greeting Card. And that is an OLSON card—your customers will appreciate it.

*Cards of 25 or 30 different designs are yours to look over in the Olson 1921 sample-box. Your own device or trade-mark to be imprinted in the card selected. Separate information on Personal Greeting Cards, if specially requested.*

## EUGENE A. OLSON COMPANY

*Manufacturers of Engraved Business Cards  
Stationery and Greeting Cards*

HARTFORD, CONNECTICUT

## SMITH, STURGIS & MOORE, Inc.

Successors to Collin Armstrong, Inc.

**General Advertising Agents**  
1463 Broadway, at 42nd Street  
New York

TORONTO, Lumsden Building  
MONTREAL, The McGill Building  
PARIS, 31 bis Faubourg Montmartre  
LONDON, Premier House, Southampton Row, W. C. 1.

*The Right Angle in Advertising*



FOUNDED OCTOBER 10TH, 1921

## Where Capital Ideas will be applied to Advertising and Selling

—and where a limited  
number of advertisers will be  
served fully and faithfully by  
men of long and successful  
records in the advertising  
agency field.

THE CAPITAL ADVERTISING CO.  
OF NEW YORK, INC.

110 WEST FORTIETH STREET, NEW YORK

TELEPHONE BRYANT 1653

WASHINGTON, D. C., *The Munsey Building*

L. STEWART BARR  
*President*

WILLIAM L. BANNING  
*V. P. and Treas.*

CHARLES J. CUTAJAR  
*2nd V. P. and Gen'l Mgr.*

CARLETON C. PROVOST  
*3rd V. P. and Sec'y*

summarized in the assertion that it tends to establish false standards of living. This contention, if true, is fundamental and most grave.

It may be conceded at once that the immediate effect of the marketing methods of today is to make people dissatisfied with old ways and accustomed goods; to make them desire, indeed, not only new goods but better goods and more of them. Advertising and salesmanship are continually seeking to acquaint consumers with better methods of satisfying their daily wants, as well as revealing the existence of wants which formerly were unobserved. Labor-saving devices are sought for, to perform the functions of daily life which have been performed time out of mind by human muscle. Modes of shelter are sought which will not merely afford protection against the elements, but which will express the personality of the owner. Clothing which gives grace, freshness, beauty, respectability and distinction is now demanded, as opposed to that which seeks only to cover nakedness or conserve bodily heat.

Musicians from afar, with sentiment and emotion of distant lands, now supplement the meager offerings of local talent, either in person or by proxy. Foods of the garden or neighborhood have their monotony broken by rare foods brought from the four corners of the earth. These and other goods too numerous to mention have been advertised in order to stimulate the demand for them which exists although unrealized. Because, whether he knows it or not, man craves everything that will minister to his comfort.

Now, the willingness to change habits when it is advantageous to do so, exhibits an open-mindedness which is a condition of all progress. The New World would never have been discovered if Columbus or someone else had not accepted the idea that the earth was round. A willingness to change habits of thought had to exist beforehand. New methods of factory management which have increased production several

**N**EWSPAPER advertising stimulates local trade; it reaches the consumer in its community; it creates consumer and dealer demand, because retailers are willing to sell products advertised direct to their own trade. It enables the advertiser to tell where his products may be bought. It is the short-haul to success—ask your advertising agent.

**Boston Globe**  
**Baltimore Sun**  
**New York Times**  
**Minneapolis Tribune**  
**San Francisco Bulletin**  
**St. Louis Globe-Democrat**  
**Philadelphia Public Ledger**  
**Des Moines Register and Tribune**

Information regarding these shopping centers and trade conditions will be gladly furnished by the local advertising department

**GUY S. OSBORN**

Incorporated

**CHICAGO**

**1302 Tribune Bldg.**

**DETROIT, 701 Ford Bldg.**



## Newark Morning Ledger

NEWARK, NEW JERSEY

ALONE IN THE MORNING FIELD  
IN A CITY OF 450,000 PEOPLE

*This prosperous community  
earned incomes last year  
amounting to \$433,608,000.00*

Average daily circulation for  
September, **33,018**

Only 850 in the Country

MEMBER A. B. C.

*Publishers' Representatives*  
**CONE, HUNTON & WOODMAN**  
Incorporated

*The*  
**PEORIA**  
*Journal-Transcript*  
*Reaches*  
*Over 30,000 of the*  
*- Best Homes -*

**-90% of City Circulation  
is Paid Weekly.**  
*Remaining 10% Paid in Advance.*  
**-100% of Mail Circulation  
Paid in ADVANCE.-**

**"It Can Be Done"**  
— IN 1921 —

*Let These Newspapers Help You Do It!*

*Read* THE PEORIA JOURNAL *Marked*  
*in* The Peoria Transcript *ABC*  
*Central* SUNDAY JOURNAL-TRANSCRIPT *ABC*  
*Edition* PEORIA, ILLINOIS

*Represented by* Chas. H. Eckley, Co.  
*New York - 400 Madison Bldg. - Chicago - Peoples Gas Bldg.*  
*London - Old Bailey Bldg.*

hundred per cent have made headway only because of the willingness of American enterprises to try out something which had never been tried before. Likewise, the American farmer is using devices of production which were unheard of a generation ago. He does this because his mode of thought has not become static through custom and precedent. Mobility of thought, then, is of the utmost consequence to the welfare of the individual and the race.

What has arisen in the last two hundred years to change the old condition of affairs? What has made it possible for the wage-earner to raise his standard of living, year by year, so that children continually have advantages and comforts unknown to their parents? The answer is, the increased production of goods made possible by power machinery and specialization, plus the appeal which these new goods make to consumers. The negative restraints which formerly held mankind to their old standard of living have been displaced by positive attractions which enable men to set their standard of living higher. Goods, made attractive by advertising and salesmanship, forcibly impressed the worker with the possibilities of an increased income. This stimulus has led to increased wages, not caused merely by natural causes over which the laborer has no control, but even more by his own initiative or will to produce more goods so as to get more of all kinds of goods.

This stimulus to increased endeavor is the important result of machine production and specialization. Yet another result, only second in importance, is the healthy outlet created for the increased income. That is, goods in all their present attractive forms absorb the increased income stimulated by these very goods. Thus the new circle is from increased production of goods to increased income of consumers, which causes increased demand for goods followed by increased production.

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## SWEET'S ENGINEERING CATALOGUE

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**To manufacturers of industrial and engineering materials and equipment:**

**Present indications point to better business in 1922.**

**It will probably continue to be a buyers' market.**

**Your campaign must be planned to reach the buyers, those individuals in every important industrial and engineering organization who control the selection of your products.**

**The distribution list of SWEET'S ENGINEERING CATALOGUE contains 15,000 names selected solely on the basis of purchasing power.**

**As an efficient and economical medium for reaching the important buyers in the field, Sweet's Engineering Catalogue is unrivaled.**

**Make your catalogue in the Eighth Edition of "SWEET'S" the focal point of your 1922 campaign.**

**SWEET'S CATALOGUE SERVICE, Inc.**  
**119 WEST FORTIETH STREET**  
**NEW YORK CITY**

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**FORMS FOR THE EIGHTH EDITION CLOSE DECEMBER 31**

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## Newspaper Advertising, Newspaper Methods, Newspaper English!

A year ago several prominent newspapers and one newspaper-association official told me that to win recognition as "a newspaper advertising agent," I should have to develop "three newspaper accounts."

I politely assured all that I didn't want recognition as a "newspaper advertising agency" or as any other special brand of agency.

Then another newspaper-association official assured me that I hadn't caught the real meaning of the newspaper English. He declared that his association never had required three newspaper accounts "nor the development of newspaper advertising in particular" as a requisite for recognition.

But several months ago this gentleman commented pointedly on the relatively small amount of business going to newspapers from my office and then said:

"I make this suggestion in the thought that you might desire to have your application held in abeyance until you have developed more newspaper accounts."

Again I assured him that I couldn't conscientiously promote the sale of any special form of advertising space—that I could only develop national accounts, letting the business in every case go where it seemed to belong. Then, to my astonishment, he wrote:

"Let me say to you that I have not nor has this Association invited you or invited anyone else 'to develop more newspaper advertising.'"

Yet various prominent newspaper publishers write, urging me to develop three newspaper accounts.

I don't know what other agencies have agreed to do for the newspapers in return for recognition, *but I stand pat*, and I am proud to say that some of the most prominent newspapers support my view.

What a pity it is that newspapers generally cannot secure national advertising on a broader platform. Under present conditions advertisers are manifestly under the necessity of questioning whether recommendations for newspaper advertising are really unbiased views or whether a hard-pressed agent must turn somebody's business to newspaper columns in order to gain or retain some newspaper association's "recognition."

I came into advertising through the newspaper door. I think, considering its usefulness to so many advertisers, that the newspaper is our greatest advertising medium, *when it is clean*. (See my new Advertising Handbook, 735 pages, illustrated, McGraw-Hill Book Company, New York, for a fair comparison of magazine and newspaper advertising.)

But I am not a special solicitor for any publisher or group of publishers, *directly, indirectly, secretly or openly*. When I am, I shall carry a card, indicating that such is my job. I know accounts as *advertisers' accounts*—not as newspaper or magazine accounts, etc.

The only boss I recognize is the advertiser, and I buy space at regular rates to tell the world my views on these topics.

1921 has been the busiest year of my life.

*S. Roland Hall*

First National Bank  
Building, Easton, Pa.

Certain critics of the present system, however, are tempted to think that the process just described has brought more harm than good. They see people striving strenuously for money to purchase goods which they (the critics) believe are not worth the effort. It may be worth while to attempt to ascertain briefly the nature of the goods which are not worth the effort to secure. Obviously, physically injurious commodities would come under this classification. The number, however, of these goods is constantly decreasing, due partly to the operation of laws, public opinion, business principles, and moral obligations. Classes of goods constantly increasing in consumption are housefurnishings, clothing, shelter, foods (especially rare ones), and luxuries—art works, education, automobiles, labor-saving devices, jewelry, travel, philanthropic service.

Possibly phonographs, stylish clothing, automobiles, fancy foods and fashionable furniture are not worth the effort expended to acquire them—but that is not the important question. The important question is, Can the increased income which exists because of these enticing means of satisfaction be used for more durable and lasting commodities like education, art, philanthropy, drama, literature, and the like? There is no doubt that this will gradually be accomplished. The generations of the future will utilize more desirably the increased incomes derived from specialization, machinery, and the stimulus of advertised goods. But first of all, the income must exist, and at present it does exist, not only as a result of machinery and specialization, but because it finds an outlet or a capacity for being utilized in the many goods placed on the market.

It is by no means evident, moreover, that in the majority of cases present-day purchases comprise goods which are not worth the effort expended in acquiring them. Nine purchases out of ten mean greater comfort and happiness for the customer. Pur-

chasing a new suit in order to be well dressed, even though the old suit is not worn out, may seem a waste of effort. A little analysis, however, will indicate that there is no intrinsic value in the suit itself; value only attaches to it when it is socially valued, i. e., when people co-operatively appraise its worth. If newness and freshness are qualities in clothing which this generation admires, this social value must be the one that is preponderantly considered.

A higher standard of living is thus being developed because of greater income. This higher level of comfort and happiness may appear meager and inconsequential to generations that follow, but for those who are now experiencing the satisfaction of new desires it is significant.

It may be urged, however, that all this is an enormous stimulus to a materialistic view of life and to a disregard of higher things. While this charge of materialism is so commonly made against present-day society that many believe it because of its very persistence, strong evidence exists to prove that it is unfounded in fact. The truth is, on the contrary, that the production of goods has in itself exhibited to me possibilities of spiritual development which were hitherto unrealized.

Unquestionably, with the introduction in homes of each new article of modern productive processes has come the habit of using it, and the indisposition to do without it. This natural disinclination to give up what already has become common through use is a standard of living. It is a conception of well-being which men will fight for rather than give up. It is the inheritance of a century of greater material progress than the world has ever seen. It is dependent upon goods—goods in greater quantities, goods in ever-increasing varieties. To allege that the present marketing system is faulty because it places emphasis on goods, is to say that life is defective because it depends on life.

The truth is all against the contention that increase of material

## Wanted—Class A1 Sales Manager

A stove and range manufacturer who has been in business 50 years is putting out a new line of standardized Coal and Wood Ranges and Combination Gas and Coal Ranges of proven merit to sell at low prices. This manufacturer offers an unlimited opportunity to a class A1 Sales Manager.

The man we want will have a consistent record of successful selling campaigns. He will be a team worker, a competent judge of men. A man who knows how to get the most from his men and how to win and hold their respect. A man who has had experience in successful selling in other items of household equipment than stoves is preferred.

The man who qualifies will be given ample authority and backed up by a progressive and aggressive management. The plotting of territories, the inauguration of sales policies, the investigation and analysis of markets, the supervision of sales promotion effort and the installation and organization of a complete, efficient sales department will be his responsibility.

This is not a job. Men who can not substantiate their claims will save their time and ours. An opportunity to achieve a big success exists here for the man who lives his work and takes joy in achieving results. Sell yourself in your first letter. Address W. K. Born, The Born Steel Range Company, Cleveland, Ohio.

comfort has bred materialism. With the invention of the steam engine in 1760, and the resulting Industrial Revolution, when goods were produced on a scale formerly undreamed of, standards of material life began to rise. At the very same time education increased in importance. A breaking away from precedents and a new spirit of rational thought and conduct characterized the new society which was evolved from the poverty-stricken hordes of the previous centuries. The concern for education and for higher moral values throughout society has grown steadily with the increase of material welfare. The minimum wage, child labor laws, short hours for women, sanitary regulations for shops and factories, accident prevention devices, social welfare bureaus, arbitration boards, conciliation committees, and similar institutions, are evidences of attempts at a practical application of the Golden Rule. Moreover, a new morality is in evidence among business men, and a growing desire to give a "square deal" to all with whom they carry on business dealings. It is safe to say that the farther men get away from the competition for bare subsistence, the tooth and claw age, the more will they heed and apply the fundamental principles of religion.

A sound economic basis is necessary for a permanently healthful spiritual development. Heretofore, such an economic basis has not been possible, but with the rapid advances in productive enterprises it may be possible within the next few centuries to lay the foundations for a real, invigorating religion. This will have to be a natural growth, religion developing along with the growth of material wealth, until one becomes part of the other in a standard of living which through habit will become permanent.

A. H. Lewis and W. G. Crawford of Salt Lake City have formed a partnership to specialize in commercial art. Mr. Lewis has been associated with Earl J. Glade and Mr. Crawford has been with Howell & White.



## "That Is The Place I Mean—"



THE RAND McNALLY COMMERCIAL ATLAS OF AMERICA is a volume of 540 pages, 250 pages of index, listing nearly 200,000 cities and towns. Nearly 300 pages of maps in all. 96 double-page maps, size 21x28 inches, showing: Counties, Congressional Townships, Cities, Towns, Villages, Railroads, Electric Lines, Steamship Routes, Canals, Rivers, Lakes, Mountains, etc. The standard authority since 1876.

Shipment of the 1921 edition can be made immediately on receipt of your order. Price \$35—transportation prepaid.

**SOLD DIRECT ONLY**

It may be some little town that you never heard of—tucked away in an obscure corner of some far Western State—or Canada—or in South America. But wherever it is, you will always find it in the RAND McNALLY COMMERCIAL ATLAS OF AMERICA. This is the only publication which shows every place that has a name.

This atlas is especially valuable to manufacturers, bankers, jobbers and financial institutions—for use in mapping sales campaigns, advertising campaigns, locating inquiries, analyzing markets, regulating distribution, selecting the best routes of transportation, etc.

THE RAND McNALLY COMMERCIAL ATLAS OF AMERICA shows every detail of commercial importance on the American continent. It is used by thousands of progressive business houses and in all departments of the United States Government. Further details on request.

## RAND McNALLY & COMPANY

### Map Headquarters

536 S. CLARK STREET, CHICAGO 42 E. 22ND STREET, NEW YORK

**WRITE FOR CIRCULAR AND LARGE SAMPLE MAP**

## The Story of 13 American Advertisers in France

will be at the disposal of any American manufacturer interested in the French market, upon the arrival October 15th of

### JEAN H. FULGERAS

Director of the Cie de Publicité Internationale, of Paris, who for 12 years has specialized in the launching of American products on the French market.

For the benefit of manufacturers of American-made products who may wish first-hand and authoritative information upon the question of introducing and establishing their goods in France, Mr. Fulgeras will be open for definite appointments from October 15th to November 15th.

Because of his extended experience and his knowledge of conditions obtaining in practically every standard industry in the European field, and by reason of his association with the undersigned—one of the largest sales and advertising organizations on the Continent—Mr. Fulgeras is perhaps better equipped than any other individual to advise with the executives of American houses.

Throughout his visit to America, Mr. Fulgeras will make his headquarters for the United States at the offices of Smith, Sturgis & Moore, Inc., 1463 Broadway, New York City,—and Canadian headquarters at their offices, Lumsden Building, Toronto, Canada.

Appointments may be made with Mr. Fulgeras by mail, no obligation involved, at either of the above addresses.

**Compagnie de Publicité Internationale**  
**31 bis Faubourg Montmartre**  
**Paris, France**

*Cable Address—Compinter, Paris*



## New Publishers' Representative at Dallas, Tex.

Alger Jones, until recently with the Dallas, Texas, *Times-Herald*, has established an office at Dallas as special representative for the following publications:

Austin *Statesman*, Beaumont *Enterprise and Journal*, El Paso *Times*, Fort Worth *Star-Telegram*, Houston *Chronicle*, Waco *News-Tribune*, Wichita Falls *Times*, Daily *Oklahoman*, Oklahoma City *Times*, Tulsa *World*, Oklahoma *Farmer-Stockman* and Pacific Coast *Livestock Breeder*.

## Hamman and Johnston-Ayres Agencies Merged

K. L. Hamman, head of the K. L. Hamman Advertising Agency, of Oakland, Cal., has become president of the Johnston-Ayres Company, San Francisco advertising agency, thus bringing about an affiliation of the two agencies. Samuel P. Johnston remains as manager of the San Francisco offices and as vice-president of the Johnston-Ayres Company.

## Crescent Washing Machine Appoints H. O. Nadler

The Crescent Washing Machine Company, New Rochelle, N. Y., has appointed H. O. Nadler advertising manager. Mr. Nadler has been connected with the American Motors Corporation, Plainfield, N. J., as manager of advertising and sales promotion, and previous to this was advertising manager of the New York branch of the B. F. Goodrich Rubber Company.

## Gentry-Mayham, New Chicago Printing Company

Veit Gentry, formerly president of Rogers & Hall Co., Chicago, and A. F. Mayham, formerly an executive in the printing firm of the R. R. Donnelley & Sons Company, in the same city, have formed a new printing and publishing firm to be known as the Gentry-Mayham Printing Co., which will be located in Chicago.

## H. J. McCarty with Chicago Agency

H. J. McCarty, trade investigator and analyst, has been added to the merchandising staff of Johnson, Read & Company, Chicago advertising agency.

Curtis W. Keegin, formerly with the Hyatt Roller Bearing Co. and the Continental Motors Corp., has been appointed by the Cincinnati Ball Crank Co. as district manager for the State of Michigan.

A. B. De Lacy has resigned as a member of advertising staff of *The Tatler*, New York.

# 1922

FOR obvious reasons it has not been politic during the slump which began last Autumn, and the difficult industrial conditions since, to ask advertisers to book so far ahead as 1922.

In spite of the fact that very little reference has been made to 1922, so considerable a proportion of space available in "PUNCH," "PUNCH" SUMMER NUMBER and "PUNCH" ALMANACK for that year has already been booked up spontaneously and practically without solicitation that I think it is only fair to warn advertisers of high-class goods and service who wish to use space in "PUNCH" during 1922 that it would be wise on their part to make a decision as soon as possible and instruct their Agents to book at once for 1922.

Owing to the prospect of things being very much more satisfactory in the near future, it is my opinion that there will be a demand for space in the better-class mediums in 1922 such as has never been seen before.

Advertisers have been taught by experience that the quickest way to recover is to use space which will bring them returns, and I say confidently that after eleven years' experience of "PUNCH" I pin my faith to the use of space in "PUNCH" as one of the best possible mediums to help along the great improvement in trade which we are all looking forward to in 1922.

Will you be kind enough, therefore, to go into the matter as thoroughly as present circumstances will allow and instruct your Agents to make arrangements for such space as you can use, as quickly as possible? I have no doubt that all the space available in 1922 will be booked up by the end of 1921 at least, if not before.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Boulevard  
London, E.C.4, England



## All You Need Is \$10,000 a Year

to secure my services.

My house is cluttered up with things I dash out and buy after reading my own copy.

One of the two men in America who can actually "do the needful."

Have oodles of samples to show—

Read 'em and weep!

Address "Modest," Box 193, care of Printers' Ink.

### Have You Ever Worked in a General Store?

**If so, this job might  
be made for you.**

Do you know how to trim windows? How to do country-store advertising? **From actual experience,** do you know all the problems coming from selling goods in that sort of establishment? And finally, are you a good writer so you can tell all this to the general merchant by means of printed matter? If so, a wholesale house has a real job for you—one that will pay a good salary now and a much better one when you have proved yourself. You may be a good writer, but don't reply unless you have had actual country-store experience. This is essential. Address "T. J.," Box 190, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

## This Year's Serious Reading— Balance Sheets

*(Continued from page 10)*

drew money themselves when it was needed, and let the rest stay in the business. They had never borrowed a dollar from outsiders nor asked anybody to invest. Demand soon outgrew their rented workshop, and they had to have a factory. So they just built a factory without bothering about accounting. The factory was outgrown in turn, and finally they needed outside capital. Somebody told them that before they could get it they would have to prepare a balance sheet showing the condition of their business. One of the partners worked doggedly over this document several weeks. Then emergency money was needed to pay bills, and the amateur balance sheet went to a bank with an application for a loan. It showed little more than gross sales for several years, with the cost of running the business. These men and their enterprise were so sound at bottom, however, that when an investigation was made by a credit specialist, and a fuller statement drawn up, they had no difficulty in borrowing emergency funds, while investors provided capital for the extension of the business.

Economists divide commerce into three stages. First, when it is done by barter; second, when it is transacted with cash; third, when it is financed on credit. Thousands of industrial and mercantile enterprises in this country, conducted by individuals, and as partnerships, and even corporations, are still in the cash stage of business. Good business enterprises, too, some of which will eventually expand onto the credit basis, while others will come to grief through inability to do so. One of the credit agencies calculates that the average life of the successful general store in this country is about twenty years. Then it fails. The owner did well enough so long as his business was on a cash and

## BERT BARNES

EDITOR AND PUBLISHER OF

### "THE BLUE PENCIL"

The Round Table of the House Organ World  
has established

### HOUSE ORGAN HEADQUARTERS

Temporarily at 187 Montague Street, Brooklyn

(N. Y. City address announced later)

Everything in House Organs, including Creating, Writing and Printing. Preliminary surveys made for those contemplating new publications and new, successful ideas applied to House Organs not at present producing results. An experienced organization capable of making your publication a success. Consultation involves no obligation.

If you feel that you are paying too much money for producing your House Organ I can help you. I am now handling four leaders in the field. Send for samples.

Service, all or in part, includes Creating, Writing, Art Work, Photography and Printing.

WRITE FOR A COPY OF THE BLUE PENCIL  
THE HOUSE ORGAN MAGAZINE

THAT AD-MEDIUM MARVELOUS

# The Billboard

AMERICA'S LEADING WEEKLY THEATRICAL DIGEST

NEW YORK  
1493 Broadway

ASK THE ACTOR

CHICAGO  
35 So. Dearborn St.

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

## Brockton Daily Enterprise

Printing 20,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



40 per cent—4 in 10 of the families in

# NEW ENGLAND

—the manufacturing center of the country—  
own their homes. And they are good homes.

## A TIP TO MANUFACTURERS

In a recent talk, one of the ablest merchandisers in the country said:—

"Few merchandisers realize that, based upon ease of access, purchasing power per capita, and volume of selling per dollar cost, the New England Market far outranks any of the other eight major Markets of the country. To illustrate, a certain manufacturer of soaps came into the New England Market LAST, thinking it too hard to master—and too expensive, his greatest sale on his publicity campaign—including the New York, Philadelphia, St. Louis and Chicago Markets, was about ten carloads. But New England bought thirteen carloads on less than half the advertising cost! His second campaign totaled over FORTY carloads in New England, while none of the other Markets had even reached his first sale here."

### Fifteen of the Best New England Dailies

#### PORTLAND, ME., EXPRESS

Daily Circulation 24,300; Member A.B.C.  
Population 69,169, with suburbs 75,000

#### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.  
Population 22,779, with suburbs 40,000

#### MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,375 A. B. C.  
Population 75,063, with suburbs 150,000

#### FITCHBURG, MASS. SENTINEL

Net Paid Circulation now 10,000  
Population 41,013, with suburbs 150,000

#### LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 17,044 P. O.  
Population 112,759, with suburbs 150,000

#### LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,148, with suburbs 125,000

#### SALEM, MASS. NEWS

Daily Circulation 18,811 P. O.  
Population 43,697, with suburbs 150,000

#### SPRINGFIELD, MASS. UNION

Daily Circulation 53,821 A. B. C.  
Population 129,563, with suburbs 250,000

#### TAUNTON, MASS.

DAILY GAZETTE  
Daily Circulation 7,909 A. B. C.  
Population 38,000, with suburbs 53,000

#### WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 75,158  
Population 190,000, with suburbs 350,000

#### PAWTUCKET, R. I. TIMES

Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

#### BRIDGEPORT, CT. POST-TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

#### NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.  
Population 150,000, with suburbs 175,000

#### NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

#### WATERBURY, CT., REPUBLICAN

Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.  
Population 91,410, with suburbs 100,000

EACH OF THE NEWSPAPERS here  
named is a power in its home community.

personal basis. He knew what he paid for goods, how much they ought to be sold for to yield a profit, kept account of receipts and charge accounts, paid cash for goods or bought on limited credit terms. When the business grew so that it needed more credit or capital to expand, it had outgrown his ability to organize, keep accounts and secure and employ borrowed money.

At this stage a little expert credit counsel may save the business.

One day last fall when money was tightest, a well-known surgeon called up a credit specialist.

"I am sending an inventor to you," he said. "He has perfected a surgical appliance that we find very good. I want to invest some money in making it, but can't make head nor tail out of his business affairs."

It transpired that this inventor had worked ten years to perfect his device. Friends who believed in him advanced money to make it—in the course of five years he had got about \$25,000. He was absolutely straightforward, but not a business man. More capital was needed to increase the output, and the surgeon was willing to advance it as an investment, having confidence in the inventor and his appliance. He wanted to know how the business stood, of course, and the inventor could not tell him because, for lack of records, he had only hazy ideas himself on that subject. A careful investigation was made, going back to his incorporation papers. Contracts and agreements were studied, and his obligations ascertained and defined. The report was not only favorable, giving the surgeon a sound investment, but the inventor's business affairs had been put in order so that his interests were protected as much as those of his capitalist.

(To be continued)

The Lavine Gear Company, Milwaukee, has retained Klau-Van Pietersom-Dunlap, Inc., of that city, as its advertising and merchandising counsel. A campaign is to be placed in automotive papers.

## Portland's Port Facilities!

Portland Harbor, open the year round, is one of the finest natural harbors on the seacoast of the United States.

Extensive foreign and coastwise trade with European and West Indian ports.

Winter port for English-Canadian steamship lines.

Portland is Maine's great wholesale and distributing center.

More than One Hundred Jobbers and Wholesalers located here.

## EXPRESS Maine's Largest Circulation

Larger than both other Portland papers combined.

N.B.: SUNDAY Edition—TELEGRAM. Largest Maine Sunday by many thousands.

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago



## You Never Have to Replace a Graffco Pencil Sharpener

We see to that when we make it. We use only the finest materials, including first-quality tool steel hardened clear through, for the cutters (the only wearing part), and we insist on faultless workmanship. The gears are pitched just so, avoiding friction. A masterpiece of intelligent design. Big, strong, handsome, it deserves a permanent job wherever perfect points are desired with economy. Write for folder.

**GEORGE B. GRAFF CO.**  
18 Beacon St., Somerville,  
Boston 42, Mass.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY.  
President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

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London: Thomas Russell

NEW YORK, OCTOBER 13, 1921

## Simplify the Line

The advantages of simplifying the line are obvious. A higher rate of individual production, longer runs, a better basis for piece rates, lower cost, are among the manufacturing advantages.

The advantages to the jobber and retailer are equally obvious. Fewer items, less space taken up, less capital invested, quicker turnover and a larger proportion of the sales concentrated upon a smaller number of items.

Yet the manufacturer often is afraid of the initial effort and the first loss in sales, and puts off the day of simplification. Adoption of an entire simplification programme often means a complete reversal of some features of the business. Many a factory today

has thousands of items where it could have six leaders. Such factories are going to be called upon soon to make prompt shipments, whether they make harvesting machines, baby carriages or pencils. There has got to be less money tied up in production, and on the shelves of the jobber and dealer.

Simplification of the line is going on in a great many industries today. It is a good time for every manufacturer to make a survey of his own business to see whether it would not be possible for him to put all his advertising and selling effort behind one or a few leaders instead of scattering it over a multitude of items. Better business comes from more intense application.

One important step in this direction is to simplify the line.

## The Shipping Board's Problem

The Chairman of the United States Shipping Board, in his address before the New York Advertising Club on October 5, which was printed in last week's *PRINTERS' INK*, did not specifically mention advertising as one of the necessary factors in the building of a merchant marine. Perhaps he considered it unnecessary in the presence of an audience largely composed of advertising men and women. At any rate, the problem which he visualized for the future is typically and essentially an advertising problem, and one the solution of which without advertising in one form or another would seem well-nigh impossible.

"The future of the American Merchant Marine," he declared at the beginning of his address and again more emphatically at its close, "is in the recognition by the farmer of Kansas, the miner of Arizona, the industrial worker of Indiana, that his continuous employment is in measure dependent on the carrying of his surplus production to foreign markets; and that can only be insured by the existence of American bottoms."

In other words, the job that confronts the nation is one of creating and confirming a certain attitude of mind on the part of

the millions of workers and their dependents who may never see tidewater, and who think of ships in terms of "Innocents Abroad." Mr. Lasker himself is too experienced an advertising man to have any doubts as to what this task involves. It can scarcely be accomplished by publishing lists of shipping dates, nor yet by admonitions to keep our flag on the Seven Seas. It is not merely a problem of winning the preference of shippers for American vessels, but of reaching the intelligence and the patriotism of the taxpayers and the voters who know not an invoice from a manifest, but whose confidence upholds the arms of public administration and public policy. It is a big problem—an advertising problem. Some effective way must be found to set advertising at work upon it.

### Pooh Bah "Weeks"

Pray, Messrs. Associations, won't you give us surcease from the constant procession of "days" and "weeks" which you are inflicting on us? We are so busy trying to remember rent day and to gather enough money to make peace with the collector on income tax day, that it is difficult for us to realize this is cucumber day and that we are passing through rabbit week.

As near as we can figure it out, every twenty-four hours in the year has been appropriated by some product as its own special, exclusive day. Every week in the year has been seized by at least five associations as an occasion on which the public should dedicate itself to the task of purchasing the article being exploited. We cry enough! Like Pooh Bah in the "Mikado" and W. G. McAdoo in the Wilson Administration, the poor week is being given too much to do. Give it a rest.

When originally started, the plan of getting the trade to devote a day or a week to the concentrated promotion of a certain product was a good idea, but it has been grievously overdone. The trouble is that there is usually nothing behind the plan. Too often the "week" is put forward

as a substitute for advertising. The dealer is asked to bear the brunt of putting the "week" over. He has to do all the work and is given very little assistance. At first the dealer was willing to do his part, but mention a "week" to him now and he will brazenly yawn.

But even though the "week" was well merchandised and backed up by sufficient advertising, the plan would still be subject to serious criticism. The chief flaw in the idea is that it tends to concentrate sales effort into too short a space of time. It encourages the shooting of appropriations in a single wad. Frequently the promotion of the product is neglected for the rest of the year. We must get it out of our heads that products can be advertised in a "day" or "week." Advertising doesn't work that way. It is only steady advertising that gets anywhere.

### Black Magic

"I don't see how that company gets orders enough to keep its plant working full time. I've studied its methods from A to Z but can't see that they are doing anything out of the ordinary."

Has anybody made that comment to you lately? It is being heard with surprising frequency, these days. Perhaps the language is different, but the general tone of the plaint is the same.

It leads us to the belief that too many executives are on a still hunt for some sort of black magic. The commonplace, the fundamental, the primary, anything obvious, is passed up in the search for the secret of success during periods of depression. A preconceived notion that it is to the spectacular one must look for the solution causes these investigators to gloss over everyday practices. They are bent on unearthing something as rare as a dodo.

Yet those who have taken a peek back of the curtain, with an open mind, are convinced that black magic is not to be held accountable as the motive power

behind the plant running at full capacity. In fact, exactly the opposite has been found to be true. Plain, homely, common-sense actions are the secret. Maintaining complete stocks to fill promptly even the smallest orders is one part of the solution. Holding salesmen to their tasks as a recognition of the principle of exposure to sales is another. Still another is an increase of the advertising pressure in realization of its stabilizing properties during trade storms.

Black magic? Horse sense!

### **Are Sales Conventions Unnecessary?**

On an average of every other day PRINTERS' INK is asked whether it is advisable, under present circumstances, to call the men from off the road and hold a convention. Our answer is an emphatic "yes," modified only by the provision that the meeting be called with a really serious end in view and that the programme be so arranged as to make certain the accomplishment of that end.

Too often sales conventions have meant nothing more than an opportunity to cast restraint to the winds. The sole purpose was to show the salesmen a good time. Shop talk was practically tabooed.

Or the other extreme was favored. Every minute was devoted to a discussion of business, usually in the form of long-winded, meaningless speeches by the president's nephew or somebody else who had never been out on the firing line. Hot air filled the room. To show a brother traveler a picture of little Willie leaning out of his go-cart meant bringing down on the head of the offender the wrath of the higher-ups.

Both methods are bad. They do not show a fitting return on the money invested. True, they are not in such evidence as a few years ago. But they have left a bad taste in many an executive's mouth, and now that expenses are being pruned the sales convention is being looked upon with disfavor by more than one manufacturer.

Such an attitude, however, is based on an incorrect premise. Sales conventions are revenue producers. Like advertising the convention is an investment for the future. And like advertising it will produce dividends in ratio to the amount of brain power expended in carrying it through. So-called advertising failures, upon analysis, prove to be due either to the incorrect application of printers' ink or failure to observe some other fundamental business principle. The same applies to the sales convention. Those conventions that have been flat failures are not to be accepted as an indictment against the idea. Study will disclose the failure to be due to the *method* and not to any weakness in the basic idea.

There have been too many successful conventions to allow for a mistaken opinion regarding the effect they can have. The Conklin Pen Manufacturing Company convention, for example, described in *Printers' Ink Monthly* for September, is proof of what can be done when a real idea is put back of the meeting. The Hoover Suction Sweeper Company is another. This company knew the old-fashioned horse-play convention would never do. But it reasoned that a convention, carefully planned, with a programme calling for play and work in equal doses would be entered into wholeheartedly by the salesmen, and results have since proved the correctness of the assumption.

Other successful conventions have been described in PRINTERS' INK. We recommend to those who can see nothing in these meetings but a needless outpouring of good money a study of those articles. They are proof incontrovertible of sales convention possibilities.

### **Has Pollyanna Hairnet Account**

The Eastern Textile Company, New York and Boston, national distributor of "Pollyanna" Hairnets, has placed its advertising account with the Boston office of the Wood, Putnam & Wood Company. The campaign is now being run in newspapers in rotogravure sections in larger cities.



## USING A GOOD PAPER RIGHT



FOR stocks and bonds and other business instruments where great endurance is essential CRANE'S Bond is used without question.

But the use of such paper for business stationery is optional. It depends on the man at the head of the business, on how strong his feeling is for those tremendous trifles which make or mar; which frequently outweigh the tangible in the impression they make on minds whose good-will is desired.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS



## WANTED

### Two High-grade Solicitors

A very unusual opportunity to obtain an interest in a young growing agency, about to reorganize under a unique profit sharing plan, awaits one or two high-grade solicitors; who have absolute confidence in their ability to create or produce new business and can furnish us with proof of past records.

State full particulars in first letter, and give telephone number.

Address "A.P." Box 196  
Printers' Ink

## 84,000 Sheets

25 $\frac{3}{4}$  x 42—90 lb.

## Buff Index

*Packed in Cases*

*Perfect Stock*

*Open for Offer*

**ZINCOGRAPH COMPANY**

124 White Street, New York

### Joseph Richards Agency Increases Staff

Joseph C. Pollet, formerly of the Patterson-Andrew Company, New York advertising agency, has joined the copy department of the Joseph Richards Company, Inc., advertising agency, also of New York. Before joining the Patterson-Andrew Company Mr. Pollet was a member of the copy department of the Blackman Co., Inc., New York. James W. Wylie has rejoined the staff of the Richards agency.

### Foreign Agency Increases Staff and Accounts

M. C. Gaines, formerly with Jos. E. Baer and the Sterling Advertising Service, has joined the staff of G. Allen Reeder, Inc., foreign advertising, New York.

This agency has secured the foreign advertising accounts in all countries of Franklin Simon & Co., Kranich & Bach, manufacturers of pianos, and Smyth, Hall & Kranich. These advertisers will use newspapers, magazines, car card posters and direct-by-mail.

### Glenn Snyder Joins St. Joseph Agency

Glenn Snyder, for the last three years advertising manager of the *Dairy Farmer*, Waterloo, Ia., has resigned to become manager of the Guenther-Glaze Advertising Agency, St. Joseph, Mo. Mr. Snyder was a lieutenant in the United States Army during the war and prior to that was connected with the Potts-Turnbull Co., Kansas City advertising agency.

### John H. Miller in Piano Advertising

John H. Miller, who has been with L. Bamberger & Co., Newark, N. J., for the last six years, has been appointed advertising manager of the wholesale and retail departments of the Lauter Piano Co., of Newark.

### S. C. Theis Adds Another Newspaper

The Latrobe, Pa., *Bulletin* has appointed the S. C. Theis Company its advertising representative in the New York and Chicago territory.

### Baltimore Agency Has Bakery Account

The Chessler-Rose Advertising Agency, Baltimore, has obtained the advertising account of Kolb Bakery of that city.

M. C. Taylor, advertising manager of the *Omaha Daily News*, has been elected president of the Omaha Lions Club, which comprises 109 Omaha business men, chosen from different lines of business.

# Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>September 22, 1921</u>			
Edition Ordered	19,100	19,300	17,600
Actual Run	19,180	19,317	17,600
New Subscriptions Received	149		
(a) 6 mos.	2		
(b) 1 yr.	147		
(c) 3 yrs.	--		
Renewal Subscriptions Received	251		
(Prior to expiration 209 after expiration 42 )			
(a) 6 mos.	6		
(b) 1 yr.	245		
(c) 3 yrs.	--		
Net Paid Gain	78		
Net Paid Loss	--		
Total Paid-in-Advance Subscriptions	X 15,615	15,541	14,800
Newstands Sales	2,505	2,624	2,072
(a) American News (net sales)	2,151	2,225	1,810
(b) Direct Out of Town (net sales)	354	399	262
Voucher Copies Mailed to Advertisers	455	399	247
Uncut Copies for Bound Volumes	175	175	175
Complimentary	--		
Samples	9		
(a) Requested	9		
(b) Unrequested	--		
Office Sales—Current	149		
Changes of Address	--		
Duplicate Copies	8		
Back Numbers on Subscriptions	--		
Service	60		
Miscellaneous Office Use	78		
Total Number of Copies Printed Since January 1	726,519		
Average Edition from January 1 to Date	19,119	19,045	17,840

x High Water Mark

Signed Frank H. Weeks  
CIRCULATION MANAGER

# Secure This Reader Confidence



The relationship which exists between the reader and the periodical is an important factor to the advertiser. The reader may pick up a magazine to pass an idle hour, and cast it aside when the fancy passes. Or he may be deeply moved by an impelling cause for which the journal stands.

Which relationship is the more valuable to the advertiser?

The second: because the reader is reached in an atmosphere of seriousness and confidence.

Extension Magazine has the advantage of this confidential relationship to its readers. And it has additional unique claims which would interest you. Here are a few of them:

Extension Magazine is a journal with a purpose. Its readers are solidly with its cause, and consequently place unbounded

faith in its advertising columns. Its readers have been converted to its cause. They are thus proved to be susceptible to an advertising argument.

They represent the most generous and open-handed section of the Catholic community. Every year they give freely over half a million dollars to Extension's cause. The argument to *buy* is stronger than the argument to *give*.

The circulation of Extension Magazine is nationwide; mainly among the home-loving class which spends freely on articles designed for domestic necessity, comfort or pleasure.

Nearly every priest in the country reads Extension. Priests are liberal buyers. They buy for numerous parochial purposes beyond their individual needs.

An even more considerable factor is Extension's influence among religious houses, some of which purchase for the needs of as many as two thousand persons. Even the most powerful of the secular magazines misses this important field. Extension covers its adequately.

The advertiser gets more than he pays for when he buys space in Extension. A Catholic circulation represents a larger purchasing power than any other circulation. Indisputable statistics prove that Catholic families are larger than other families.

Catholics, who number nearly 18,000,000 in the United States, have always practised reciprocity to advertisers in Catholic journals.

But, after all, the best proof of the merits of Extension Magazine lies in the fact that its advertisers are regular advertisers. There can be no appeal from this argument.

Rates and circulation upon request.

## EXTENSION MAGAZINE

(Member of Audit Bureau of Circulations)

General Offices: 180 N. Wabash Ave., Chicago, Ill.

Eastern Advertising Representatives: LEE & WILLIAMSON

171 Madison Ave., New York, N. Y.

## OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Review of Reviews.....	122	27,391
World's Work .....	112	25,265
Atlantic Monthly .....	109	24,486
Harper's Magazine .....	86	19,393
Scribner's .....	74	16,744
Century .....	67	15,153
Success .....	75	10,833
Bookman .....	36	8,203
Current Opinion .....	26	5,858
Munsey's .....	19	4,368
Wide World .....	19	4,312
St. Nicholas .....	19	4,265
Blue Book .....	15	3,370
Everybody's .....	13	2,915

## Flat Size

	Columns	Lines
American .....	206	29,542
Red Book .....	186	26,598
Physical Culture .....	182	26,099
Photoplay .....	126	18,144
Cosmopolitan .....	117	16,813
Sunset .....	99	14,168
Motion Picture Magazine..	93	13,406
American Boy .....	62	12,593
True Story .....	76	10,883
Metropolitan .....	60	10,233
Hearst's International ....	50	8,608
Boys' Life .....	43	7,386
Asia .....	50	7,003
Boys' Magazine .....	33	5,755
*McClure's .....	..	....

\*Issue delayed.

## WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	573	90,646
Ladies' Home Journal....	389	66,228
Harpers' Bazar .....	337	56,689
Good Housekeeping .....	266	38,138
Woman's Home Companion	217	37,048
Pictorial Review .....	150	30,103
Delineator .....	157	26,806
McCall's .....	114	22,981
Modern Priscilla .....	131	22,365
Designer .....	119	20,283
Fashion-Art .....	103	17,409
Holland's .....	81	15,394
People's Home Journal...	83	14,110
Woman's World .....	82	13,961
Fashionable Dress .....	57	9,874
People's Popular Monthly.	47	8,986
Needlecraft .....	51	8,786

## Just Suppose—

for instance, that you are going to advertise a household article. Would it help you any to know what had been done in the past five or seven years—what was done last month even—by O-Cedar, Simmonds, Karpen, Congoleum, Jap-a-Lac, Monitor Stove, Cataract Washer, Hartshorn and all the others; what mediums they had used which had been tried and dropped, and which they had increased their space in? Undoubtedly it would at least save you some of the costly experiments these people had to make—it would help you.

Or suppose you were building a plan for a clothing account—think how this definite knowledge on Printzess, Society Brand, Stetson, Onyx, Holeproof, Kaiser, B.V.D., Woolltex or Gossard would help you.

That is just the kind of information Kuderling Advertising Reports give you—complete, accurate, pointed indications of what practically any national advertiser or group of advertisers has done—their experiments, successes and failures—in the use of periodical space. Ready at your demand, without red-tape or fuss, in shape that you can use it quickly. You buy only what you need, and that at surprisingly low cost.

Many of the leading advertisers, agencies and publishers are using this service to build plans and campaigns or to sell space or service.

If you are not using it—no matter how large or small your proposition—you are at a disadvantage.

Write today for complete information. Let us know what kind of accounts or field of advertisers you are particularly interested in and we will show you exactly how we can help you.

The Advertising  
Record Company

"Formerly Washington Press"

"Kuderling Advertising Reports,"

810 Tower Court

CHICAGO

# Overwhelmingly First!

With more paid circulation every evening than any other TWO papers in New Haven.

Recognized as the city's leading newspaper. Leading in prestige; leading in influence and leading in advertising patronage. The

# New Haven Register

fulfills every requirement as the "one best" advertising medium in

# Connecticut's Largest City

New Haven is one of the leading communities in the U. S. in the proportion of WAGE-EARNERS OWNING THEIR OWN HOMES.

The Register is essentially a "home" paper—built for the entire family. Its special "features" are the fruit of careful selection, and its local, personal, social and commercial news departments are superior to any in its field.

# NEW HAVEN REGISTER

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

## Columns Lines

To-day's Housewife .....	33	6,764
Mother's Magazine .....	35	6,032

## MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

## Columns Lines

House & Garden.....	236	37,383
Motor .....	214	35,952
Popular Mechanics (pg.)..	159	35,770
Country Life .....	201	33,768
System .....	234	33,560
Vanity Fair .....	208	33,005
Arts & Decoration.....	176	29,718
Normal Instructor .....	143	24,396
Motor Life .....	141	22,396
House Beautiful .....	137	21,247
Field & Stream.....	130	18,708
Science & Invention.....	121	17,838
Popular Science Monthly..	104	15,903
Theatre .....	98	15,578
Outers' Recreation .....	90	12,890
National Sportsman .....	81	11,597
Outdoor Life .....	77	11,019
Illustrated World (pg.)...	39	8,738
Forest & Stream.....	58	8,380
Association Men .....	54	7,619
Garden Magazine .....	51	7,140
Rotarian .....	46	6,845
Outing .....	37	5,291
Extension Magazine .....	29	5,035
International Studio(Sept.)	26	3,714

## VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

## Columns Lines

MacLean's (2 September) .	203	35,600
Canadian Home Journal..	147	25,853
Everywoman's World ....	116	20,380
Rod & Gun in Canada....	96	13,728
Western Home Monthly (Sept.) .....	72	13,098
Canadian Magazine (pg.)..	57	12,768
La Canadienne .....	59	10,494

## VOLUME OF ADVERTISING IN SEPTEMBER WEEKLIES

## September 1-7 Columns Lines

Saturday Evening Post.	210	35,827
Town & Country.....	80	13,582
Literary Digest .....	81	12,434
American Weekly .....	27	7,412
Forbes .....	33	5,746
American Legion Weekly	34	4,991
Outlook .....	29	4,273
Life .....	27	3,892
Argosy-All-Story (pg.)..	17	3,808
Christian Herald .....	18	3,083
Collier's .....	15	2,626
Churchman .....	16	2,262
Youth's Companion ....	11	2,014

Oct. 13, 1921

Columns Lines  
33 6,764  
35 6,032

ES CARRY-  
D CLASS  
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Columns Lines  
236 37,383  
214 35,952  
159 35,770  
201 33,768  
234 33,560  
208 33,005  
176 29,718  
143 24,396  
141 22,396  
137 21,247  
30 18,708  
21 17,838  
04 15,903  
98 15,578  
90 12,890  
1 11,597  
7 11,019  
9 8,738  
8 8,380  
7 7,619  
7 7,140  
6 6,845  
5 5,291  
5 5,035  
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Oct. 13, 1921

PRINTERS' INK

183

# You Tell 'Em — We're Too Modest

Physical Culture,  
113 West 40th St.,  
New York, N. Y.

Att: Mr. O. J. Elder,  
Business Mgr.

Dear Sir:-

If you have not already done so, why don't you take advantage of this page from a recent issue of Printers' Ink to emphasize the fact that Physical Culture is the only publication listed that has shown a steady advertising development each year and that it is the only one of the general magazines that shows an advertising increase over 1920?

Go to it.

With best wishes,

Cordially yours,

FIRE AND WATER ENGINEERING  
(Signed) Karl M. Mann  
Vice President

KMM/NL

*Note:- The page Mr. Mann refers to appeared in the September 8 issue of Printers' Ink, being a four-year record of advertising published in the leading magazines of the country.*

# PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

113-119 West 40th Street, New York City

O. J. ELDER

Business Manager

L. ARTHUR YURMAN

Advertising Manager

CHARLES H. SHATTUCK,

Western Manager

770 Peoples Gas Building, Chicago, Ill.

METZ B. HAYES

New England Representative

Little Building, Boston, Mass.

	Columns	Lines		Columns	Lines
Scientific American ....	11	1,959	American Legion Weekly	13	1,868
Nation .....	13	1,900	Churchman .....	10	1,438
New Republic .....	10	1,543	Leslie's .....	8	1,240
Leslie's .....	9	1,329	Judge .....	6	987
Independent .....	8	1,207	Scientific American ....	4	755
Judge .....	6	999			
<b>September 8-14</b>	<b>Columns</b>	<b>Lines</b>	<b>September 29-30</b>	<b>Columns</b>	<b>Lines</b>
Saturday Evening Post. 284	48,346		American Legion Weekly	21	3,015
Literary Digest .....	105	16,101	Life .....	15	2,167
Town & Country .....	70	11,764	Youth's Companion ...	5	972
American Weekly .....	39	10,768			
Forbes .....	42	7,217	<b>Totals for September</b>	<b>Columns</b>	<b>Lines</b>
Outlook .....	33	4,904	Saturday Evening Post. 1012	172,094	
Life .....	29	4,257	Literary Digest .....	346	52,631
Argosy-All-Story (pg.)...	16	3,794	Town & Country .....	252	42,404
*Independent .....	25	3,646	American Weekly .....	144	39,594
American Legion Weekly	24	3,462	Outlook .....	123	18,212
Collier's .....	19	3,377	Life .....	113	16,247
Christian Herald .....	19	3,323	American Legion W'kly.	112	16,067
Scientific American ....	16	2,736	Christian Herald .....	93	15,975
Youth's Companion ....	11	1,871	Forbes .....	76	12,963
New Republic .....	11	1,716	Argosy-All-Story (pg.) .	57	12,810
Nation .....	12	1,706	Collier's .....	70	12,055
Churchman .....	10	1,531	New Republic .....	64	9,433
Leslie's .....	9	1,359	Scientific American ....	53	9,065
Judge .....	7	1,037	Youth's Companion ....	51	8,819
			Nation .....	58	8,124
			Independent .....	46	6,628
			Churchman .....	46	6,539
			Leslie's .....	35	5,094
			Judge .....	26	3,778
<b>*September 10 and 17 combined.</b>					
<b>September 15-21</b>	<b>Columns</b>	<b>Lines</b>			
Saturday Evening Post. 252	43,004				
Town & Country .....	101	17,058			
Literary Digest .....	87	13,288			
American Weekly .....	45	12,483			
Christian Herald .....	29	5,079			
Outlook .....	27	4,037			
Collier's .....	22	3,875			
Scientific American ....	21	3,615			
Life .....	22	3,252			
New Republic .....	21	3,087			
Argosy-All-Story (pg.)...	13	3,080			
American Legion Weekly	19	2,731			
Nation .....	16	2,275			
Youth's Companion ....	11	1,935			
Independent .....	12	1,775			
Churchman .....	9	1,308			
Leslie's .....	8	1,166			
Judge .....	5	755			
<b>September 22-28</b>	<b>Columns</b>	<b>Lines</b>			
Saturday Evening Post. 264	44,917				
Literary Digest .....	71	10,808			
American Weekly .....	32	8,931			
Outlook .....	34	4,998			
Christian Herald .....	26	4,490			
New Republic .....	21	3,087			
Life .....	18	2,679			
Nation .....	16	2,243			
Collier's .....	12	2,177			
Argosy-All-Story (pg.)...	9	2,128			
Youth's Companion ....	11	2,027			

# RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. Ladies' Home Journal	389	66,228
2. Harper's Bazar .....	337	56,689
3. Good Housekeeping ..	266	38,138
4. House & Garden .....	236	37,383
5. Woman's Home Comp.	217	37,048
6. Motor .....	214	35,952
7. Pop. Mechanics (pg.)	159	35,770
8. Country Life .....	201	33,768
9. System .....	234	33,560
10. Vanity Fair .....	208	33,005
11. Pictorial Review ....	150	30,103
12. Arts & Decoration ...	176	29,718
13. American .....	206	29,542
14. Rev. of Reviews (pg.)	122	27,391
15. Delineator .....	157	26,806
16. Red Book .....	186	26,598
17. Physical Culture ....	182	26,099
18. Canadian Home Jour.	147	25,853
19. World's Work (pg.)...	112	25,265
20. Atlantic Monthly (pg.)	109	24,486
21. Normal Instructor....	143	24,396
22. McCall's .....	114	22,981
23. Motor Life .....	141	22,396
24. Modern Priscilla ....	131	22,365
25. House Beautiful .....	137	21,247

13, 1921

ns Lines

1,868

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987

755

ns Lines

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2,167

972

ns Lines

172,094

52,631

42,404

39,594

18,212

16,247

16,067

15,975

12,963

12,810

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25,265

24,486

24,396

22,981

22,396

22,365

21,247

## Here's Your Audience!



*Actual Photograph of Audience at New Garrick Theatre,  
Minneapolis, Minn.*

**M**EN of every profession show keen interest in photoplays and follow Photoplay Magazine for the most authentic and interesting information—editorially and pictorially.

## PHOTOPLAY MAGAZINE

JAMES R. QUIRK, Publisher  
C. W. FULLER, Advertising Manager

Western Office  
350 North Clark Street  
Chicago

Eastern Office  
25 West 45th Street  
New York City



# "PRINTERS' INK'S" FOUR-YEAR RECORD OF OCTOBER ADVERTISING

## GENERAL MAGAZINES

	1921	1920	1919	1918	Total
American .....	29,542	72,254	57,149	29,536	188,481
Red Book .....	26,598	43,124	36,345	18,817	124,884
Review of Reviews .....	27,391	37,632	32,928	20,729	118,680
World's Work .....	25,265	35,392	36,144	19,348	116,149
Cosmopolitan .....	16,813	38,032	36,349	19,147	110,341
Physical Culture .....	26,099	26,917	29,200	12,556	94,772
Atlantic Monthly .....	24,486	27,578	26,711	14,998	93,773
Sunset .....	14,168	32,006	27,463	11,798	85,435
Scribner's .....	16,744	26,285	25,609	14,688	83,326
Harper's Magazine .....	19,393	23,800	24,655	15,279	83,127
American Boy .....	12,593	26,792	26,340	14,400	80,125
Metropolitan .....	10,233	24,255	26,664	13,980	75,132
Century .....	15,153	20,868	20,901	12,606	69,528
Photoplay .....	18,144	23,479	18,812	8,564	68,999
McClure's .....	x	19,893	30,600	12,694	263,187
Motion Picture Magazine .....	13,406	20,848	17,186	11,102	62,542
Hearst's International .....	8,608	18,167	19,774	11,480	58,029
Boys' Life .....	7,386	14,760	10,859	7,155	40,160
Everybody's .....	*2,915	12,541	18,899	5,668	40,023
Boys' Magazine .....	5,755	8,231	10,070	7,235	31,291
Munsey's .....	4,368	7,728	10,008	4,309	26,413
St. Nicholas .....	4,265	6,874	6,842	5,434	23,415
Current Opinion .....	*5,858	*6,496	2,940	3,674	18,968
	335,183	573,952	552,448	295,197	1,756,780

\*New size. †Three-year total. xIssue delayed.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	90,646	149,535	147,914	88,428	476,523
Ladies' Home Journal .....	*66,228	105,578	105,698	65,954	343,458
Harper's Bazar .....	56,689	75,470	61,284	39,639	233,082
Pictorial Review .....	30,103	86,310	70,350	29,368	216,131
Woman's Home Companion .....	*37,048	71,510	66,586	33,190	208,334
Good Housekeeping .....	38,138	63,984	63,648	38,164	203,934
Delineator .....	*26,806	60,019	51,135	32,746	170,706
†Designer & Woman's Mag .....	*20,283	45,063	35,859	26,289	127,944
McCall's .....	*22,981	*36,708	*26,780	15,981	102,450
Modern Priscilla .....	22,365	23,593	17,600	10,100	73,658
People's Home Journal .....	*14,110	25,790	19,315	11,715	70,930
Woman's World .....	13,961	23,491	17,385	6,352	61,189
Mother's Magazine .....	6,032	15,980	14,258	9,380	45,650
People's Popular Monthly .....	8,986	12,860	10,318	7,581	39,745
Needlecraft .....	*8,786	11,467	9,515	5,107	34,875
	463,162	807,358	717,645	419,994	2,408,159

\*New size.

†Two magazines now combined.

## CLASS MAGAZINES

System .....	33,560	54,222	62,732	42,911	193,425
Vanity Fair .....	33,005	55,694	56,564	35,725	180,988
Popular Mechanics .....	35,770	49,518	49,728	26,603	161,619
Country Life .....	33,768	46,872	39,312	24,182	144,134
House & Garden .....	37,383	37,563	32,680	11,790	119,416
Popular Science Monthly .....	*15,903	*27,780	*32,144	24,881	100,708
Theatre .....	*15,578	23,385	17,816	11,928	68,707
Field & Stream .....	18,708	18,144	17,659	10,536	65,047
House Beautiful .....	21,247	19,711	13,068	7,842	61,868
National Sportsman .....	*11,597	*15,727	*14,484	7,926	49,734
Outers-Recreation .....	12,890	10,768	11,334	6,712	41,704
Outdoor Life .....	11,019	10,703	9,485	6,810	38,019
Outing .....	5,291	8,848	9,569	6,961	30,669
	285,719	378,937	366,575	224,807	1,256,038

\*New size.

## WEEKLIES (4 SEPTEMBER ISSUES)

Saturday Evening Post .....	172,094	312,919	297,962	186,645	969,620
Literary Digest .....	52,631	155,185	104,027	84,910	396,753
Town & Country .....	*42,404	*70,457	*63,653	*41,823	218,337
Collier's .....	*12,053	*70,066	*74,136	35,668	191,925
Leslie's .....	5,094	34,217	44,570	32,916	116,797
Scientific American .....	*9,065	*33,462	*35,494	29,226	107,247
Christian Herald .....	15,975	29,635	33,732	18,610	97,952
Outlook .....	18,212	*30,662	28,991	19,539	97,404
Life .....	*16,247	*33,872	29,906	13,750	93,775
American Weekly .....	39,594	33,094	13,203	6,528	92,419
	383,371	803,569	725,674	469,615	2,382,229

GRAND TOTALS .....

\*New size. †\$5 issues. ‡\$3 issues.

1,467,435 2,563,816 2,362,342 1,409,613 7,803,229

Total  
188,481  
124,884  
118,680  
116,149  
110,341  
94,341  
93,772  
85,773  
85,435  
83,326  
83,127  
80,125  
75,132  
69,528  
68,999  
63,187  
62,542  
58,029  
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208,334  
203,934  
170,706  
127,494  
102,450  
73,658  
70,930  
61,189  
45,650  
39,745  
34,875  
2,408,159

193,425  
180,988  
161,619  
144,134  
119,416  
100,708  
68,707  
65,047  
61,868  
49,734  
41,704  
38,019  
30,669  
1,256,038

969,620  
396,753  
218,337  
191,925  
116,797  
107,247  
97,952  
97,404  
93,775  
92,418  
1,382,220  
1,803,586

## WHY?

Simultaneously, Vogue is published in London, Paris, and New York . . . in three languages . . . for circulation in all Europe and both Americas. No other fashion publication has ever attained such world-wide range. No other fashion publication is so unquestioningly accepted as an authority by the world of well-bred women in every capital of the globe.

Nothing so emphatic and so widespread just happens!

Vogue's supremacy is due to the fact that Vogue has reported fashions with greater swiftness, chosen them with greater charm, presented them with greater distinction than has ever been done in the history of publishing or fashion.

The completeness of this supremacy is dramatically told in the fact that Paris, the creator of fashion, looks not to any French periodical for its trade paper of fashions, but to Vogue, an American institution.

When a house—be it a steel-making plant, or a great department store, or a journalistic enterprise—attains such solid eminence, you will find that its success is institutional. Artists, writers, photographers may come to Vogue's staff, and may go from it; but Vogue's eminence never wavers. Its reputation is solidly founded on its own taste, judgment and knowledge of the life and mind of the well-bred woman whom it serves.

This is why Vogue's word is accepted implicitly by the 150,000 women who read Vogue and set the fashions for the world. Furthermore, it is why merchants, knowing that their limousine trade lies among these 150,000 women, regard Vogue as their sure guide in selecting their quality merchandise.

In what better setting could  
your advertisement of quality  
merchandise be placed?

# VOGUE

19 West 44th Street  
New York City

# The Little Schoolmaster's Classroom

"Double, double, toil and trouble,  
Fire burn and caldron bubble."

WITH charms and incantations the Chamber of Commerce of Missoula, Mont., is said to have burned a stack of mail-order catalogues in the public square of that enterprising metropolis, and the Federal Trade Commission is considerably concerned about it. So much so that an order has been issued giving the instigators of the *auto da fe* thirty days in which to show cause why an order to cease and desist should not be pronounced against them. It would seem that the situation is complicated by conspiracy and combination, as well as by sorcery and witchcraft; a blend of the natural and the supernatural, as it were, and the Trade Commission is doubtless well advised to set up a little counter-magic of its own.

The Schoolmaster, not being accomplished in the art of sorcery, is obliged to leave out most of the trimmings. It appears, however, that the Chamber of Commerce conspired with a local movie emporium to accept mail-order catalogues as tickets of admission to see the show, and offered special prizes for the oldest and the newest catalogues produced. Having thus collected the supply of winter reading matter laid in by a sizable fraction of the population, it was publicly burned with appropriate ceremonies, which will doubtless be set forth in all their horrendous significance at the hearing.

It has long been the habit of witches, as you may remember, to make little images of their enemies for purposes of torture. Doubtless something of the sort will come to light here. For, while it is difficult to make a little image of a mail-order house, a catalogue will do. That is, if you happen not to be burdened with a too vivid sense of humor.

\* \* \*

A question that is asked of the

Schoolmaster about as regularly as any other is the following: "What new methods have been found effective by members of the Class for insuring the safe delivery of third-class direct-mail matter to the individual in an organization to whom it is addressed?"

This question will be recognized immediately as one of those perennials that refuses to succumb to neglect but which goes right on flourishing along with such other hardy plants as "When is it better to use green postage stamps in preference to red?"

What a deal of mischief would be avoided could the inquirer but take the pains to throw in a hint about the proposition, the nature of the mailing piece, the sort of list being circularized, and a few other things. For these details all have an important bearing and but indifferent light is to be shed on the problem without some knowledge of them.

However, the question, when it comes, has to be answered as is or not at all, so protest is unavailing and may as well be dispensed with. Which we hereby do.

We will assume, therefore, that in circularizing with direct-mail matter the name of the individual would of course be used if it is obtainable, for if the piece is addressed only with the name of the company it would ordinarily have to be opened and examined by the mail clerk or office boy to ascertain the subject matter and determine which department would be interested.

\* \* \*

One new method that has been found resultful is now being used by the Hinde & Dauch Box Co. of Sandusky, O. In much of the circularizing which the company does a letter addressed to the executive of the company circularized is sent in advance of the mailing piece. A card is enclosed with the letter bearing the following sentence:

## Size and Age

You do not know the size of your lawyer's practice as compared with other lawyers. You do know that he is successful in the world's understanding of that term.

Choose your advertising agent the same way.

We are by no means the biggest agency. We are far from being the oldest. Yet our financial standing guarantees our success as business men; our clients will testify to the value of our services; and in experience our personnel will bear comparison with any advertising organization.

*Write for these booklets:*

*"How to Judge an Advertising Agency"*

*"Points on Merchandising Advertised Products Through Department Stores"*

*"Merchandising Advertised Products Through Drug Stores"*

**J.H. CROSS CO.**

**General Advertising Agents**

**214 South Twelfth Street - Philadelphia, Pa.**

Members  
American Association  
Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

## Sales and Advertising Manager

I am seeking a bigger opportunity in the merchandising field—one where I will have a chance to put my wide experience to use.

My success can be attributed to a comprehensive knowledge of sales and advertising, my faculty to organize and lead men and my fundamental study of markets and methods.

I know how to expand distribution, how to tie-up sales with advertising, how to plot and work territories and how to merchandise on advertising.

Foreign sales and advertising also form a successful part of my work.

A young man under 40, full of health and energy, high ideals and of the finest character, ready to tackle a real job.

Will furnish unquestionable references and a complete record of my past work. Immediately available.

Address M. C., Box 195, care P. I.



**Howell**

**Cuts**

for houseorgans  
ask for proofs direct mail and  
other advertising

Charles E. Howell • Flisk Building • New York

GUARANTEED  
SALES LETTERS

One or a campaign, that will  
produce more business than the  
letters you are now using.

Try them before you buy them

If the results are not satisfac-  
tory throw the bill in the  
waste basket.

GUARANTEED SALES  
ASSOCIATES

841 First National Bank Bldg., Chicago, Ill.

*"Mailing Clerk: When this circular arrives, please send it to my desk. (Signature.)"*

The individual, if he is interested, then signs the card, attaches it to the letter and sends both to his incoming mail clerk.

This simple device, says H. H. Squire, of the company, has proved to be more effective in helping mailing pieces reach their human destinations than any other plan the company has so far hit upon.

\* \* \*

There has been a tremendous lot of talk lately regarding the importance of getting the personal note in business relations. Mr. Bennett, of the F. H. Bennett Biscuit Company, evidently is a firm believer in the efficacy of the human touch appeal and practices what he preaches.

A recent Wheatsworth advertisement, illustrated with a chubby youngster, quotes the little miss as saying: "Your little girls and boys can be just as healthy as I am, if you give them Wheatsworth Crackers every day. I've been brought up on Whole Wheat. You see I'm little Miss Bennett. My daddy makes Wheatsworth, the Whole Wheat Cracker."

\* \* \*

Those members of the Class who find dealers adverse to adding side-lines, which by all rules of logic and reason ought to be on the retailers' shelves, may find some convincing testimony for use on these merchants in a study of what has happened recently in the men's clothing field.

Retailers in this field are frequently loathe to put anything in stock that bears the slightest resemblance to a side-line. It was this attitude which caused them to shrug their shoulders when the idea of adding sports clothes, such as golf outfits, was suggested. At any rate manufacturers found it next to impossible to obtain distribution through the regular outlets.

But they did find men's furnishings stores receptive to the idea. These retailers handle quite a variety of merchandise. They were sufficiently broad-visioned to see the possibilities of sports wear as

## PRINTING AND BINDING OF LARGE EDITIONS SOLICITED

WE ARE IN POSITION TO ACCEPT CONTRACTS CALLING FOR EXPERT WORK AND PROMPT DELIVERY. NO ORDER TOO BIG FOR US—OR TOO DIFFICULT. WE GUARANTEE SATISFACTION. CORRESPONDENCE INVITED.

### References:

John C. Winston Co.  
J. B. Lippincott Co.  
Century Company  
Silver-Burdett Co.



INTERNATIONAL TEXTBOOK PRESS

Box 9204

SCRANTON, PENNA.

*Ready for Immediate Delivery*

## "Co-operation, Merchandising and Promotion"

By RUSSELL E. SMITH

Every advertising man interested in newspaper advertising should have a copy of this book, written by an actively engaged merchandising and promotion manager. Covers all details of this work, and is the *only one published on the subject.*

Invaluable to papers planning to install departments, or increase their efficiency—to all solicitors, newspaper representatives, agency research men, students of advertising, direct-mail planners and printers, etc., etc.

Sent by return mail, postpaid, on receipt of publication price of \$1.50.

**Russell E. Smith, P. O. Box 208, Indianapolis, Ind.**

**1922 DIARIES CALENDARS**

**Leather Novelties for the Holiday Season**

**Lithographing**

**Novelty Advertising**

*Write for Quotations*

**INTERNATIONAL ART ADVERTISING CO.**

**105-109 HUDSON STREET**

**NEW YORK CITY**

## Standard Remedies

440 S. Dearborn Street,  
Chicago, Ill., reaches 2,112  
of the 2,468 manufacturers of

## Proprietary Medicines

### The Complete Book on Engraving



printing and all related subjects. "Commercial Engraving and Printing," by C. W. Hackleman, 850 pages (6x9), over 1,500 illus. Non-technical. Explains the processes; tells how to plan; how to order; trade customs, etc. Invaluable to advertising men, students, etc. Write for prospectus, approval offer and payment plan.

Commercial Engraving Pub. Co.  
Dept. CD. Indianapolis, Ind.

### The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. October Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE

409 Meridian Life Bldg., Indianapolis, U.S.A. **RDS**

### HERBERT H. GILES



Automatic  
Machinery  
Designers  
Builders

### Powder Filling

Comparative Cost Data  
Machine vs. Hand Labor

Send for your copy free

105 WEST 40th STREET, N. Y.

## I

have Ideas, Plans and FACTS no other one person has on TOBACCO, COCOA, COFFEE, FOOD PRODUCTS. Never used. My associate is a clever Merchandising Man. For 25 years we have sold everything from baby powders to coffins—through door-bell pulling to jobbers. We get 80% distribution. Does this scratch you where you itch? I am a Free Lance Advertising Writer. You don't accept copy you don't pay for it. W. R. Stackhouse, 300 W. 49th St., New York.

an offshoot of their regular line. It happens this sort of wearing apparel has been favored with quite a wave of popularity. It has not been hit to the same extent by the buyer's strike as the ordinary clothing line. Naturally, the men's furnishings stores are cashing in on the demand. Today, according to several trade authorities, men's clothing merchants are seriously discussing whether they had better not revise their policies, and discontinue the practice of turning down with a bang any "new-fangled" notion.

Druggists probably felt the same way about it when side-lines first began to appear in their stores. But that does not alter the fact that today the drug store which is only a *drug* store is about as scarce as feathers on a fish.

### New Direct-Mail Service at New York

A direct-by-mail advertising service has been established at New York under the name of the Mailo Advertising Service by R. Reinhart, Jr., and Sylvan Magnus. Mr. Reinhart was formerly with the Peck Advertising Agency, New York. Mr. Magnus has been with the E. Katz Special Advertising Agency, also of New York.

### P. S. Florea Buys Company

Park S. Florea, who a short time ago resigned as secretary and general manager of the Associated Advertising Clubs of the World, has purchased the Mountain Valley Water Co., New York, having distribution in New York and New Jersey. He will take this business over on November 1.

### House & Trade Journalist

A publication full of selling ideas for house-organ editors. Write on business letterhead for No. 2, Vol. 1.

HOUSE & TRADE JOURNALIST,  
Room 402, 500 Fifth Avenue,  
New York, N. Y.

### Better Printing for Less Money

Best Printing—Best Service	Brochures or Catalogs at Low Prices
1000 Printed Book Leaflets... \$5.50	1000 Circulars 6x9 up front... \$4.00
1000 Printed Envelopes 3x5 1/2... 4.50	1000 Circulars 6x9 up front... 4.00
1000 Printed Envelopes 4x6... 7.50	1000 Circulars 7x11 up front... 5.00
1000 Printed Business Cards 3x5... 4.50	1000 Circulars 10x11 up front... 15.00
1000 Printed Billboards 3x5 1/2... 4.00	1000 2-Page Booklets 3x5 1/2... 25.00
1000 Printed Statements 3x5 1/2... 4.00	1000 4-Page Booklets 4x6... 45.00
1000 Printed Post Cards 3x5 1/2... 6.00	1000 4-Page Booklets 4x6... 45.00
1000 Printed Shipping Labels 2x4... 4.00	1000 8-Page Booklets 8x12... 65.00

SAMPLES FREE

SAMPLES FREE

E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO



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AGO

Oct. 13, 1921

PRINTERS' INK

193

## Australia Hears Address on American Advertising

Charles Francis, New York printer, who is making a trip around the world, was a speaker last month before a convention of advertising clubs in Melbourne, Australia. He told of the work of the clubs in America, dwelling especially on the advancement of truth in advertising, more particularly in connection with the work of the National Vigilance Committee and the Better Business Bureaus.

## Direct Advertising Company's Appointments

C. A. Kammann, formerly of the Kammann Advertising Service, Sioux City, Ia., has joined the staff of the Kammann Advertising Service, Inc., of Minneapolis. Wm. Clark has become a member of the service staff of the Minneapolis company. Frances Mae Satterlee, previously with the Munsingwear Corporation, Minneapolis, now has charge of the agency's research work.

## Heads American Manufacturers' Export Association

Myron W. Robinson, of the Crex Carpet Co., was elected president of the American Manufacturers' Export Association, at its twelfth annual convention held at New York last week. Mr. Robinson succeeds William C. Redfield, who was Secretary of Commerce in President Wilson's cabinet.

## Southern Publisher Dies in New York

Walter B. Sullivan, publisher of the Charlotte, N. C., *Observer*, and part owner of the Columbia, N. C., *Recorder*, died in New York on October 5. Mr. Sullivan was thirty-six years old.

## Anuario LA RAZON

published annually by Buenos Aires' leading afternoon daily.

ADVERTISING FORMS CLOSE IN THE UNITED STATES OCT. 31 FOR THE 1922 EDITION

Write for Sample Card and Rates

E. H. MILANI

432 FOURTH AVE. MAD. Sq. 3069

## Direct Mail Advertising

reduces cost of selling. **POSTAGE MAGAZINE**—published monthly—tells how to write Sales-Producing Letters, Circulars, Booklets, House Magazines. Send \$2.00 for 12 months' subscription.

**POSTAGE, 18 E. 18th St., N. Y.**

## COPY WRITER & INVESTOR

Can you use \$3000 and a new man in your business?

I want a 60-day tryout with a view to investing if we suit each other. New York City only. Address "B. E." Box 192, care of Printers' Ink.

## COPY WRITER AND SERVICE MAN

Technical college graduate with comprehensive experience in technical and industrial advertising, wants a place in an agency of moderate size, preferably in Chicago. Able to handle all the details of service and hold technical accounts with advertising that meets all the needs of this special class of business. Has the best of references, easily verified. Age 26, single, \$3,000, with development ahead. Address "D. K.," Box 194, care of Printers' Ink.



## Between the covers of THE MAILBAG

There are, each month, from six to twelve timely, inspirational, real-life articles vividly interesting to the reader who uses or needs Direct Mail Advertising. You can have the benefit of others' experience.

Subscription: \$2.00 per Yr.

MAILBAG PUBLISHING CO. 1200 U. W. 9th St., Cleveland

## EDITOR

Editor popular, pictorial magazine, desires to make change. Now has entire charge editorial department, buying features, fiction, illustrations; overseeing make-up, including rotogravure supplement. Familiar with process of illustrating fiction with photographs. Can bring to position either one or two trained assistants, also staff writers capable of handling big assignments. General or class publication. New York connection. Address "B. G.," Box 191, Printers' Ink.



## to rent in Wrigley Bldg

North Room and reception hall; ideal for publishers' representative.

Phone:

Dearborn 1851, Chicago.  
Room 918.

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG



## WHAT IS YOUR PROBLEM?

**ASK The Search-Light**

Anything You Want to Know  
A Special Service Organization—Founded in 1895

Investigators, Researchers, Statisticians,  
Writers, Illustrators, Editors.

A Library Comprising Millions of Records,  
Clippings and Pictures.

**EGBERT GILLISS HANDY**

Founder-President and Executive Chairman.

Francis Trevelyan Miller, LL.D., Litt.D.

450 Fourth Avenue, New York. [Editor-in-Chief]

**SPECIAL FORMS AND BOOKS**

We specialize in making specially ruled and printed forms, systems, duplicating and bound books, loose-leaf ledgers and binders.

Good work, careful attention to details; deliveries when promised; reasonable prices.

Send for our representative before placing your next order.

**PEERLESS MANIFOLD BOOK CO.**

10 Barclay St., New York. Phone Barclay 4483.

**Market News**

A Monthly Trade Paper

FEATURING 5¢ to 15¢ MERCHANDISE

What have you to market that can be retailed from 5¢ to \$5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.

458 BROADWAY, NEW YORK CITY

**Currier**

Everett Currier Limited

27 E. 31 : New York : M.S. 8891

Layout, typography & fine printing of  
booklets, advts., &c., with style and  
character, in our own plant

**PRINTCRAFT PRESS**

Selling literature need not be fantastic to get itself looked at and read. Sane and comfortable typography does the job better. We prove it every day.

*A ring brings a principal,  
with no obligation*

213 W. 40th St., New York  
Near Times Square BRYant 0131

**"Concrete"**

COVERS THE CONSTRUCTION FIELD

**ABC — ABP**

NEW TELEGRAPH BLDG.  
DETROIT

**New Accounts for W. B. Finney Agency**

The following new accounts are being placed by the W. B. Finney Advertising Company, Kansas City: Richard's & Conover Hardware Co., Mellinger Tire & Rubber Co., Sunshine Safety Lamp Co., Bessie Carswell (Poultry), Mid-West Steel Products Co. (corn cribs, grain bins and blowers), the American Butter Co., maker of A. B. C. Butter, and the Givens Chemical Co. All of the foregoing advertisers are located in Kansas City.

**A. A. Baldwin with "The Automobilist"**

Arthur A. Baldwin, for several years Western manager for the Automobile Journal Publishing Co., has been appointed Western manager for *The Automobilist*, of Boston. Mr. Baldwin's headquarters will be in Chicago.

**Chicago Agency Opens in New York**

Fairfield & Company, Inc., advertising agency of Chicago, has opened an Eastern office in New York, under the direction of W. S. Reid, who has been connected with the Redfield Advertising Agency, Inc., New York.

The Rutenberg Electric Company, of Marion, Ind., manufacturer of heating and cooking appliances, has placed its advertising account with the Mertz Agency, of Chicago. The campaign will be started in metropolitan newspapers and will be followed by use of space in national mediums.

Miss Helen L. Trent has joined the copy staff of Emerson B. Knight, Inc., Indianapolis advertising agency. Miss Trent for two years has been a copy writer for the Wm. H. Block department store of Indianapolis.

**IN LOS ANGELES**

THE

**EVENING HERALD**

has more circulation than it had a year ago, and more circulation than both afternoon rivals combined.

It has more advertising than it had a year ago, while its afternoon rivals show losses from month to month.

**Grows Just Like Los Angeles.**

Representatives:

New York: Chicago:  
H. W. Moloney. G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

**Promotion man** for organization work; must be capable of meeting the leaders in industry. Liberal remuneration for the right man. Apply Mr. Hawley, Room 1201, 373 Fourth Avenue.

### World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

### WINDOW DISPLAY DEALER HELP SALESMAN

wanted. State past employment and salary expected. Address Box 592, care of Printers' Ink.

**WANTED**—Capable man to market the advertising space in an established trade paper. Give full particulars, previous experience and qualifications. Address Box 579, care of Printers' Ink.

**Opportunity for Art Salesman**, experienced in handling advertising accounts requiring art, who can command some capital for business expansion, in a well-established commercial art agency. Box 581, care of Printers' Ink.

**WANTED**—Resourceful and ambitious young man to take charge of the editorial work on a trade publication in the factory field. Give full particulars, previous experience and qualifications. Address Box 578, care of Printers' Ink.

**Salesmen wanted** to sell educational courses. Salary, commission and bonus. Applicant should have good education. Experience selling specialties of assistance but not absolutely necessary. Give full particulars. Box 426, Portland, Maine.

### Printing Manager

for medium-size, progressive printing establishment. Should have experience in selling, estimating and general follow-up. Excellent chance for one with some business following to develop and grow up with the business. Box 589, P. I.

### WORK and LIVE in CALIFORNIA

We have an opening for two high-grade, experienced salesmen, one to specialize in commercial lithography, some color; the other in printing. Producers only. State age, experience, qualifications, references, salary expected. Send photograph. This is a real opportunity. Address, in confidence, MYSELL-ROLLINS BANK NOTE CO., 32 Clay St., San Francisco, Calif.

**Advertising Salesman** (experienced) to take charge of advertising on growing, aggressive Canadian magazine of long standing. Continuous effort will be required in building up the advertising of this publication in United States. Circulation established, A. B. C. If you think you can put it across, write full particulars about yourself and your experience to Box 577, Printers' Ink.

**Young College Woman** with thorough training in economics, statistics and principles of finance, who has had practical experience both in the above and in publicity works. Splendid opening for such a woman in the South as Assistant Secretary of Chamber of Commerce. Give references, experience and salary expected. Also send photograph. Lakeland Chamber of Commerce, Lakeland, Fla.

**WANTED**—Sales Manager, with broad merchandising experience, to take complete charge of a selling organization consisting at the present time of about 20 men, calling on the Stationery, Drug and Jewelry Retail Trade throughout the United States, and selling a line of goods that has been nationally advertised. Unless your record will stand investigation, do not reply. Give age, education, experience and present earnings. Box 594, Printers' Ink.

### MISCELLANEOUS

**Distinctive business cards, letterheads, wedding and other announcements**, in engraving and embossed effects. NON-PLATE ENGRAVING COMPANY, 114 West 56th St. Tel. Circle 3959.

### Printing Plants and Businesses

Bought and Sold  
**Printers' Outfitters**  
CONNER, FENDLER & CO.  
New York City.

**House-organs, folders, booklets, etc.** Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

### BUSINESS OPPORTUNITY

Do you want capital? Have you money to invest? Do you seek a business connection? Do you want a partner? Have you an article, idea or patent to market? Is there anything you want to sell or buy? We specialize in bringing your "want" to the personal attention of 10,000 selected, desirable business men throughout the country, most of whom cannot be reached through regular channels. Nominal charge for unusual services. Particulars on request.

**SUPPLY & DEMAND,**  
1819 Broadway, New York.  
Tel. Columbus 8918 and 747.

**WANTED—GRAPHOTYPE, EITHER POWER OR HAND, IN GOOD CONDITION. MUST BE CHEAP FOR CASH. ADDRESS BOX 588, CARE OF PRINTERS' INK.**

#### **ADVERTISING BUSINESS FOR SALE**

Established 8 years; Kansas City industry operating nationally; connected with publishing and automobile line; large earnings; unlimited possibilities; will sell account ill-health; take \$20,000 to \$25,000 to handle; reasonable terms. If you mean business will arrange personal interview. Address C. H. Minor, Shukert Bldg., Kansas City, Mo.

#### **TO PUBLISHERS**

Seeking Eastern Representation or contemplating a change in this territory.

A well-organized special agency of ten years' standing, possessing a most enviable reputation, wide acquaintance among advertisers and agents, known throughout the trade as business getters, would like to add one thoroughly worth-while publication to its present select list. References can be furnished from almost every big Agency and from scores of National Advertisers.

If at all interested it will pay you to write Confidential, Box 595, P. I.

#### **POSITIONS WANTED**

**ARTIST**—Commercial artist, versatile, with proven ability, who has also done much book and magazine illustrating, will consider a part or whole-time proposition. Box 575, Printers' Ink.

#### **WRITER-PROOFREADER**

Have been an associate editor on leading New York magazine for four years; college graduate. Address Box 576, care of Printers' Ink.

#### **PUBLICITY**

Newspaper man seeks position with theatrical producer or any organization that submits material to newspapers. Box 586, Printers' Ink.

**MARKET REPORTER, ACQUAINTED WITH PETROLEUM, SOAP OILS AND PAINT OILS. SEEKS NEW YORK REPRESENTATION, ENTIRE TIME. BOX 587, PRINTERS' INK.**

#### **SECRETARY-STENOGRAPHER**

Young college woman, intelligent, refined, desires position with Christian firm. Three years' experience. Salary \$25-\$30. Box 591, Printers' Ink.

**Publicity and Advertising Man**—Newspaper, magazine, theatrical and industrial experience. Trained executive, good personality. Now available for real position. New York or vicinity. Box 574, care of Printers' Ink.

#### **ABILITY AND FAITH**

are characteristics of a young man who is preparing himself for the future and an opportunity to become established with an advertising concern and grow. 25 years of age, ambitious, alert, enthusiastic, with ideas behind his 6 years of practical and thorough training in advertising, engraving and layouts. Would make a capable and valuable assistant to art director or advertising executive. Box 570, P. I.

**Position Wanted**—Young man, designer and letterer, having 7 years' service and agency experience, with some knowledge typography, printing and engraving, desires position with New York agency. Salary, \$3,500. Box 580, Printers' Ink.

#### **FREE-LANCE WRITER**

Former copy chief big New York agencies writes advertisements, booklets, house organs that get results. Job or weekly fee basis. Box 584, care of Printers' Ink.

#### **EDITOR-WRITER**

Fifteen years' Metropolitan experience Women's Publications, Newspapers and Magazines. Editor, "The Sun"; contributor, "The Ladies' Home Journal," etc. Feature writing, editing, make-up. Address Box 585, care of Printers' Ink.

**Advertising Illustration Clipping Service Woman**, experienced, would like to interest live agency or advertising man in a subscription clipping service for artists and copy writers. Would install service or develop one already in use as a business getter. Address Box 583, P. I.

#### **SALES PROMOTION MAN**

Well trained, and with a successful record—knows merchandising conditions throughout New England States, New York State and Penn. Knows how to help retailer and jobber and how to hitch them up to an advertising campaign. Address Box 582, Printers' Ink.

#### **ASK MY PRESENT EMPLOYERS!**

Have you a position on your staff to which a young college woman can prove title by willingness, skill and loyalty? Now employed by a leading agency; experienced in stenography, forwarding, rates and production; my sole reason for changing is an uncontrollable ambition to get to the top. At liberty when wanted; New York preferred. Box 571, P. I.

**Wanted**—Position with manufacturing house, publisher or advertising agency. Conception, layout and finished designs, art work. Thoro knowledge obtained from experience of printing and engraving, artist of ability and successful manager of dept. of artists. Years of experience in advertising art, newspaper, magazine, trade journal and direct-by-mail advertising. Belief in ability to write to attract and sell customers. Permanent connection with future desired. Married; own home; highest kind of recommendations. Initial salary to meet present conditions. Address Box 573, P. I.

#### **A VERSATILE WOMAN**

Eleven yrs. executive exp. as manager mail order firm, toilet preparation lines, etc. Agency and editorial copy writer; contributor to leading house organs; A-1 sales and collection correspondents. Have specialized on sales promotion, systematizing, etc. Capable taking full charge. Originator of clever advertising campaigns, layouts, snappy ads, correspondence courses, booklets, circulars, follow-up, etc. Open for permanent connection at \$4000 or part time. Age 30, American, single. Leading agencies, previous employers, and other high-class references. Address Box 590, Printers' Ink, Peoples Gas Bldg., Chicago.

**PUBLISHERS' REPRESENTATIVE**  
Thoroughly experienced prominent industries. Resourceful, energetic, reliable worker seeks to rep. pub. of merit. Well acquainted adv. agencies and nat. advrs. Salary, commission. Age 34. "A.C." Box 485, Advertising Club, 47 E. 25th, N. Y.

**Machine Shop and Foundry experience plus 6 years' Advertising experience** in newspaper and direct mail work. Familiar with printing, engraving, also Trade Journal advertising. These are the qualifications of a man of 30, married, and a reliable, hard worker, who desires a connection with a concern within 50 miles of New York City as assistant to advertising manager. Box 572, Printers' Ink.

#### HOUSE-ORGAN EDITOR

Editor of popular illustrated magazine looking for opportunity to start house-organ for national advertiser. Interested only in concern selling high-class product and willing to make direct-mail appropriation large enough to cover cost of well-printed, finely illustrated magazine that will reflect quality of product. All-around publishing experience. Have interesting proposition for large printing establishment or paper house. Box 593, P. I.

**Advertising Executive—Part Time**—Advertising and sales-promotion man of 15 years' experience ranging from advertising manager to agency executive and sales counselor—who has an unusually successful record in increasing sales for diversified lines—can serve several manufacturers in or around Chicago on part-time basis, or in producing advertising matter by the piece. Practical knowledge of copy, layouts, direct-by-mail campaigns and printing; an analyst of commodities, markets, mediums and sales plans. I will be glad to present proposition that will give you advantage of an advertising department, on a profitable and economical arrangement. Address Mr. Burr, 1211 West 55th Street, Chicago.

## Binders for Printers' Ink

### \$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

**Printers' Ink Publishing Co.**  
185 Madison Ave. New York

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1921.**

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, Frederick C. Kendall, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; Katherine N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 28th day of September, 1921.

GEORGE MOTE.

(My commission expires March 30, 1922.)

# Table of Contents

PRINTERS' INK, October 13, 1921

This Year's Serious Reading—Balance Sheets.....	<i>James H. Collins</i>	3
The Limitations of Copyright Protection.....		12
Business and the Business Press.....	<i>Roy W. Johnson</i>	17
Why the Railroads Should Advertise Collectively to Remove Prejudiced Public Opinion.....	<i>Mont. H. Wright</i>	25
Hooverizing the Department of Commerce.....	<i>Roy Dickinson</i>	28
Garage Owners Ring Cash Register with Co-operative Advertising.....		41
The Fourth Dimension in Business.....	<i>Chas. G. Tomerlin</i>	44
How Corticelli Makes Advertised Leader Work for Whole Line.....	<i>Roland Cole</i>	49
Contrasts That Sparkle Up Illustrations.....	<i>W. Livingston Larned</i>	65
How One House Quadruples and Another Doubles Sales.....	<i>Edward T. Tandy</i>	73
Dress Manufacturers Start Style Registry Bureau.....	<i>Martin Hastings, Jr.</i>	81
The Net of What Advertising Has Done for the Cranberry.....	<i>C. Moran</i>	89
Direct Mail Advertising Association Prepares for Convention.....		101
Navy's Salesmen Are Selling Surplus Property at Cost of 2 Per Cent.....		104
Why Advertising Men Find It So Hard to Write About O. Henry.....	<i>H. H. Hodge</i>	110
Emulate Leaders, to Quicken Gainaday Sales.....	<i>Hugh E. Agnew</i>	116
Emery Mapes, of Cream of Wheat Fame, Dead.....		128
How Case Capitalizes Tractor Contest Award.....		133
Fostering Consumer Good-Will by Factory and Sales Co-operation.....	<i>F. L. Willis</i>	137
"Lecturing" the Prospect a Doubtful Practice.....	<i>Arthur F. Edmondson</i>	145
When Manufacturers "Horn In" on the Efforts of Their Advertising Competitor .....		150
What's Wrong with the Existing Market System?.....	<i>Paul Wesley Ivey</i>	154
Editorials .....		174
Simplify the Line—The Shipping Board's Problem—Pooh Bah "Weeks"—Black Magic—Are Sales Conventions Unnecessary?		
Summary of Advertising in Magazines for October.....		181
"Printers' Ink's" Four-Year Record of October Advertising.....		186
The Little Schoolmaster's Classroom.....		188

# What \$650 is Buying

A well-known neighborhood clothing store, in a large city, maintains an intensive **OUTDOOR ADVERTISING** campaign covering the territory within a radius of *two miles* of the store, at a total cost of only **\$650 per month.**

**Thos. Cusack Co.**

*Outdoor Advertising—Nation Wide*

**CHICAGO**  
Harrison & Loomis Sts.

**NEW YORK**  
Broadway at 25th St.

**Outdoor Advertising builds sound, enduring business**

## Chicago Tribune Circulation

during the past six months averaged 483,272 Daily and 801,881 Sunday. This is 46,114 more Daily and 90,627 more Sunday than for the corresponding period of 1920, yet the rate is the same as a year ago.

Circulation of The Tribune has increased 119% Daily and 164% Sunday since 1912 as shown by these ten statements to the Government:

Average for Six Months Ending—	Daily (Exclusive of Sunday)	Sunday (Only)
Sept. 30, 1912.....	220,500	304,325
Sept. 30, 1913.....	253,212	366,918
Sept. 30, 1914.....	303,316	459,728
Sept. 30, 1915.....	354,520	558,396
Sept. 30, 1916.....	392,483	619,023
Sept. 30, 1917.....	381,675	614,418
Sept. 30, 1918.....	410,818	633,315
Sept. 30, 1919.....	424,588	666,496
Sept. 30, 1920.....	437,158	711,254
Sept. 30, 1921.....	483,272	801,881

*Present Net Paid Circulation Exceeds  
500,000 Daily, 800,000 Sunday*

**The Chicago Tribune**  
**THE WORLD'S GREATEST NEWSPAPER**

*Write for reprints of The Tribune's five great pages on  
"Prices and Wages."*